

Eighth Anniversary Issue
of the
COIN MACHINE REVIEW

July, 1941

Sticking of Cigarettes for Machine Page 17

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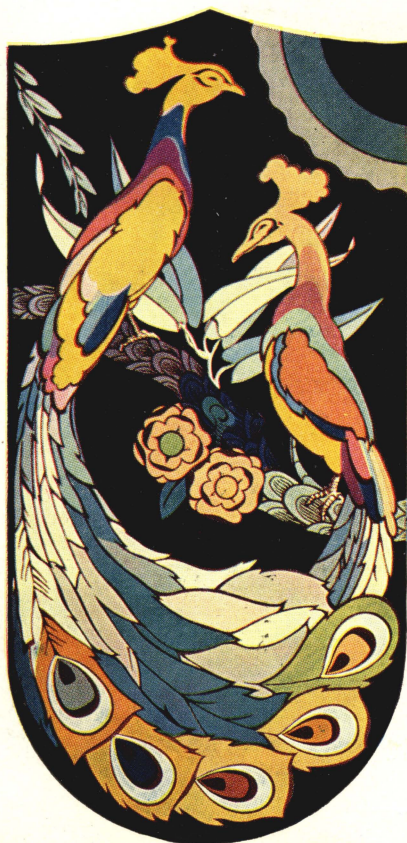
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**A NAME FAMOUS IN MUSIC
FOR OVER TWO HUNDRED YEARS**

★ The COIN MACHINE REVIEW ★

Side Notes...



With this issue we start our ninth year of service to the Coin Machine Industry. When we first entered the picture back in July, 1933, the Industry was just beginning to realize the profit possibilities in jumbo marble tables and the first games built in the West were receiving an enthusiastic reception throughout the nation. We have been privileged to carry the fast moving story of the great growth of this fascinating Industry for the past eight years and as we start our ninth year we wish to sincerely thank the manufacturers, jobbers and distributors who welcomed us so warmly back in 1933 and who have continuously supported this publication since its beginning. We shall continue to devote our entire efforts for the good of the Industry as a whole and we hope that it will be our privilege to serve all of you for years and years to come.

What about a Coast Show this fall? With the July issue it comes time to either announce the dates for the Coast Show or explain why such a Show will not be held. One has only to read the article entitled "The Defense Program and the Coin Machine Industry" in this issue to learn why it has been decided to forego a Show on the Coast this fall.

Three months ago we wrote all of those likely to exhibit at such an event and their opinions were practically all the same—that a Show should not be held until the present irregularities are done away with and materials are plentiful for filling orders which would naturally come from such a Show.

The Manufacturers Association has announced a Show in Chicago for January as usual and if this Show is held and it is as successful as past ones there is every reason to believe that a Show will be held on the Coast in March or April of next year. The Coast has a right to hold its own Show for less than one-half of one percent of the coinmen of the West ever make the trip to the Chicago affair.

It is to be hoped that conditions will improve so that such a Show can be held regularly each year in the West.

Paul Blackford

*For the wrong that needs resistance;
For the cause that lacks assistance;
For the future in the distance,
And the good that it can do!*

... Contents



JULY, 1941

Don't Miss—

- | | |
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| <p>The Defense Program and the Coin Machine Industry</p> <p style="margin-left: 20px;">A frank discussion of the condition our Industry finds itself in at the present time and what we may expect in the future.</p> <p>Short Cuts in Electric Motor Maintenance</p> <p style="margin-left: 20px;">Every operator uses electric motors in his various machines. Here is an informative article by Ernest W. Fair on things you should know about them.</p> <p>What's Cookin'?</p> <p style="margin-left: 20px;">Fourth installment of this popular department. This month R. Z. Greene, E. C. Williams, George Nebel and Max Kraut don the Chef's apron to prepare their favorite dishes.</p> <p>We Found Treasure!</p> <p style="margin-left: 20px;">One of the most unusual Out-of-the-Industry features we have ever presented. Lieutenant Harry E. Rieseberg, internationally recognized deep sea diver, tells of a thrilling experience with a huge octopus.</p> <p>Gold Mining — Twentieth Century Style</p> <p style="margin-left: 20px;">Up in the old Comstock Lode district they're mining gold a new and different way. This interesting feature tells of the modern methods being used.</p> <p>On the Coast</p> <p style="margin-left: 20px;">Seven solid pages of news concerning the activities of Western coinmen.</p> <p>Group Co-Operation Means Success</p> <p style="margin-left: 20px;">Robert Spencer, Secretary-Manager of Automatic Music Merchants Association of San Francisco, points out the benefits of Association activity in blocking unfair legislation.</p> <p>Are You Stifling the Brains of Your Organization?</p> <p style="margin-left: 20px;">P. Frank Sonnek, attorney in Patent Causes, explains methods of gaining ideas from members in your employ.</p> <p>PLUS . . . more than fifty other EXCLUSIVE FEATURES and Departments found only in your REVIEW.</p> | <p>9</p> <p>11</p> <p>14</p> <p>15</p> <p>19</p> <p>23 to 29</p> <p>37</p> <p>39</p> |
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Cover—

Once again it is our pleasure to present the charm and beauty of pretty Yvette Longwood, thrice winner of the "Most Perfect Shape" competition held annually in Western Cities. Orville Logan Snider, nationally-famous cover photographer, is responsible for this interesting camera art.

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The illustration depicts a 'Spot Pool' coin machine with its top open, revealing a pool table with numbered balls and a cue. A large, stylized speech bubble above the machine exclaims 'Your Lucky Break!'. To the right, a triangular sign reads: 'GRAB THIS CUE! Call Your Shots and Pocket Plenty! Spot Yourself Top Locations with SPOT POOL! Shoot Your Order in Quick! IMMEDIATE DELIVERY'. The machine's front panel features a score display with a scale from 10,000 to 80,000 and a small illustration of a pool player. The title 'SPOT POOL' is written in large, bold, 3D letters across the bottom left.

SPOT POOL

with
SPECIAL
"SPOT-'EM"
FEATURE!

GRAB
THIS CUE!
Call Your Shots
and Pocket Plenty!
Spot Yourself Top
Locations with SPOT POOL!
Shoot Your Order in Quick!
IMMEDIATE DELIVERY

Your
Lucky
Break!

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The Defense Program and the Coin Machine Industry

A Survey

"What's Ahead and How Shall I Plan My Future Operations?" is a question that has stumped coin machine operators since our Government launched its extensive Defense Program.

The solemn warning has been sent out from Washington that manufacturers must substitute non-metallic materials for metals wherever possible. Although this country is not yet engaged in a shooting war, it is well started on the first crucial campaign of a War of Metals. Intentionally the phrase has a harsh clang.

A shortage of metal, such as the defense program is now developing, can affect the course of all industry and the lives of the American consuming public more within a few short months than the War of the Roses altered the civil life of England during the thirty years of fighting. Today's war is a war of metals, in the same sense as the first World War was a war of chemicals.

In the Coin Machine Industry, where metals are such an important part of production, changeovers to substitutions are now under way, but such changes are expensive and require considerable time for the new dies and castings. Manufacturers are confronted with an engineering problem, sometimes simple and easily accomplished, but in other instances involving complete new designs for parts and retooling of shops.

It is a trite understatement to declare that the possibilities of plastics have not been fully explored, but exploration may consume time and money. Some changes will not require the services of a laboratory full of chemists; perhaps a resort to a primitive piece of old-fashioned lumber, or the more modern alternative of plastic plywood, may do the job.

The materials which are most frequently and successfully substituted for metals appearing on the Priorities Critical List are: plastics, lead, glass, porcelain enamel on steel, rubber coating in steel, Molybdenum is to some extent substituting for nickel and tungsten. Low grades of steel will probably remain available for a longer period than specialized steels, but the pinch is likely to reach them.

During June the COIN MACHINE REVIEW conducted a survey amongst key plants in the Industry and the following excerpts from reports received will show the various opinions held and what is being done to keep up deliveries:

"In every war sacrifices must be made and hardships endured by everyone," stated A. E. Gebert of Advance Machine Co. "It is not alone the soldier who bears the burden of the battle. Modern warfare demands that the soldier be backed up by the citizen and non-combatants. Along this line is a condition we are meeting with in our industry, namely, the difficulty of getting materials and, in some instances, suitable labor, due to the fact that the Defense Program requires that its purposes be served both in material and man power.

"Many operators become impatient at delays in making up and shipping goods. Operators should try to anticipate their future demands and place their orders so that they can be worked upon before con-

ditions get still worse than they are at present. By doing this they will stand a better chance of getting their requirements.

"One point that should be made clear is that the manufacturer may have to substitute some materials and he should be given a leeway in this regard; otherwise it may be impossible in some instances to fill orders."

Another manufacturer of vending machines and amusement devices writes: "Practically all essential metals are not available to small businesses. It is my personal opinion that all small businesses will be forced out if we are any further involved. Especially so if the administration becomes panicky.

"Priorities are now in force on plating, aluminum, steel, cork, brass, copper, etc. Not much left except paper, wood and glass to work with.

"Political pull, bootlegging and a certain amount of chiseling, using part of material secured on government orders, will give a few a longer period to stay in. Public opinion and the inefficient short-sighted administration will eventually put them out if involved in war."

The uncertainty of the future is expressed in another typical report, this time from George L. Lewis of the A. B. T. Manufacturing Co.: "Various materials have been reduced on our schedules and we, of course, are quick to ascertain if suitable substitutes can be obtained. In many instances, we take magnet steel for an illuminating example, materials cannot be substituted, causing a distinct curtailment of orders.

"We are shipping a good percent of our orders such as machines on schedule, but in the chute department we are approximately two to three weeks behind at the present time. Whether this condition will improve or gradually reach the point where it is impossible to get any materials we, of course, do not know, and we can only hope for the best in such cases."

This report naturally strikes deep to the operator for a goodly percentage of the machines in this industry are equipped with ABT chutes.

A Western manufacturer, M. Brodie Co., reported as follows: "Our radio department is practically at a standstill due to

our inability to obtain radio parts. Coupled with this, we are having considerable difficulty in obtaining die cast metals for our mechanisms. Our last order required over 90 days to be filled as compared to normally 7 days.

"In our merchandise machine line we are being crippled because of our inability to obtain aluminum castings. We have had parts ordered on back order for over 60 days—normally these parts are shipped to us on the date the supplier receives the order.

"We made quite an extensive research in the use of plastic for vending machine manufacture but we do not believe the shock strength of plastics has been developed to permit their use in machine manufacture. There is little doubt but that with the extensive development work being done in this field, such a plastic will be available within the next 12 months. It is practically impossible to do any new development work in the manufacture and design of coin-operated machines due to the labor situation because tool and die makers are not available."

Some will question the statement of the shock strength of plastics and point out that planes have been successfully made with plastic bodies. Along the same line of reasoning we present another statement on plastics from the report of another Western manufacturer, Metermovies, Inc., manufacturers of a coin-operated motion picture device:

"Of all the materials going into the construction of Metermovies, only one—aluminum—has been visibly affected by defense requirements. Our greatest use of aluminum was for rollers and these are now being made from plastic, which is more economical and is equally suitable for the purpose, and from the machining standpoint even better. We have not had and do not anticipate any other shortages. Our deliveries have not been retarded and the defense program has not restricted us to date in any way."

Back to the metal situation, here is an interesting report from W. W. Wilcox Mfg. Co. which supplies the industry with countless products:

"We manufacture hundreds of items in metal of course, and we cannot obtain aluminum or nickel silver, due to the Defense Program. We are able to obtain brass and fibre on delayed delivery dates and we have enough material on hand to take care of our requirements for approximately the next three months. In some of the items we manufacture we are considering plastics.

"Our present delivery schedule on orders is approximately three weeks. What the situation will be in ninety days from now, one cannot predict."

These few reports, selected from more than 50 received, give a fair cross-section of opinion and conditions in the Industry at the present time. From these reports it would seem wise for the shrewd operator to place orders immediately for his anticipated requirements as far in advance as possible and as his capital permits.

As we move toward more intensive defense effort, the Priorities System will inevitably pinch at more points. Most of us seem resolved to accept and make the best of the underlying shortages. The public expects business to carry forward in the same spirit by vigorous effort to conserve metals, and by avoiding industrial hoarding. Perhaps the old adage should be corrupted to declare that we cannot have our liberty later—or be sure of it—unless we are willing to forego some of it now. ♦

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YOUR BACK ORDER

"Keep your temper, gentle sir,"
Writes the manufacturer,
"Though your goods are overdue,
For a week or maybe two.
We can't help it, please don't swear.
Labor's scarce and metal's rare.
Can't get steel, can't get dies,
These are facts, we tell no lies.

Harry's drafted, so is Bill;
All our work is now uphill.
So your order, we're afraid;
May be still a bit delayed;
Still you'll get it, don't be vexed,
Maybe this week, maybe next.
Keep on hoping, don't say die,
We'll fill your order by and by."

JULY, 1941

Subscription Order COIN MACHINE REVIEW

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The Industry IN THE NEWS

PHILADELPHIA

PHILADELPHIA (RC) — Philadelphia swings into Summer with a real vacation spirit . . . business booming . . . weddings planned . . . new ideas for the coin machine industry and tips on popular songs for music machines.

Leading local news stories, is the announcement of tentative plans by the **Amusement Machine Operators' Association**, to replace their annual banquet with a picnic because of the hot weather. Athletic competitions will feature the affair.

Maurice Finkel comes to the fore, introducing a new device and a stage for music machines. The device is to be placed on a wall near the machine, to announce numbers about to be played through the simple process of drawing back a curtain. The stage will draw attention to the music machine itself.

Prevue showings in several key night spots and restaurants are building knowledge of the Panoram movie machine. Current opinion is that its possibilities at present are limited to top-notch locations.

Carl C. Countryman has joined the merchandise-vendor operators as a new member with offices near the Vine Street-Hollywood Distributor center. Operating as **Leo Rex**, he has garnered several fine locations for his machines.

Nat Choderker, recent bridegroom and candidate for "handsomest operator" honors, who recently broke up his partnership with **Max Brown**, has resumed association with the Brown Family. **Nat** and **Lynn Brown**, youthful, energetic inventor-operators, have opened an arcade at Atlantic City. The partners report that "business was terrific during the first weeks."

At Royal Distributing Co., **Joe Nanni** succeeds **Evelyn Russell** as record purchaser. Joe is really a veteran in the record business. Evelyn, who is too busy with her office duties at the present time to do anything else (except sigh with delight at Tommy Dorsey's smooth arrangements and Sammy Kaye's swing 'n sway music) did take time out for a prophesy. Evelyn, who has an uncanny knack of selecting future stars, predicts a big recording combination from the teaming of Art Jarrett with Hal Kemp's band.

Other women also figure in industry notes this month. **Lillian Cutler**, clever

business manager of the Amusement Machine Association, has installed an error-proof system which has ended operator complaints about mix-ups. . . . **Edna Gallagher**, recent bride, charming assistant to **Frank Hammond**, business manager of the Phonograph Operators' Association, has been discovered to be the reason for so many operators visiting the office.

The partnership of **John Workman** and **Sam Chadwin** has been dissolved, both men increasing their individual locations successfully.

Nelson Verbit, Rosen Co. record salesman, has been selected as the most helpful salesman in Philadelphia.

Penny Products Co., Landsdowne, is among the largest organizations installing miniature bowling alleys. Penny reports success and popularity as far as these amusement machines are concerned.

New headaches in cigarettes have come up for operators. Oddest package is the Chelsea, a twenty-four cigarette brand manufactured by Larus Brothers Co. Another new-comer is Zephyr, king-size.

The patriotic list this month features **Joe Freedman** who will soon don a khaki uniform for Uncle Sam and then try and figure out how many nickels there are in \$21.00.

Wedding bells chime in this column although they're only an echo now for **Ty Yonker**, Rosen Co. service head who was married to **Dorothy Sutcliffe** on June 7 and received a gift from fellow employees. They're still in the future for **Donald Lieberman**, former film director, who returned to Philadelphia and became an important juice-machine operator. **Mollie Zamble**, head girl at the High Point record shop, had a smart, new gown for the wedding of her sister July 6. By the way, store manager **Ernie**, a clever boy with ideas on style, has improved High Point's window display immensely. **Frieda Miller**, well-known to operators, plans to be married late this year.

In the "Congratulations" corner sits **Harold Berenbaum**, Active Amusement mechanic, who became a cigar store's rival with his activities in celebration of the arrival of his new daughter.

Now we'll close with tips on popular songs: Barry Wood's presentation of Irving Berlin's "Any Bonds Today" and "Arms For the Love of America"; Tommy Dorsey's "Yes, Indeed." Vaughn Monroe, who makes a big hit with the gals in Eastern personal appearances, is a new record artist to watch.

Harry Bortnick ♦

Hart Named Empire's Managing Director

NEW YORK—Joseph J. Hart has been named managing director of Empire Distributors and Jobbers' Board of Trade, Inc., the newly-formed trade association of coin machine distributors and jobbers in the Metropolitan New York and New Jersey areas.

Officials of the association declare: "Mr. Hart, with a background of 15 years of sales management, publicity and sales promotion, comes to the industry at a time of great national emergency. In just a few short weeks, he has earned the whole-hearted respect and cooperation of operators and their associations and he will undoubtedly create an appreciation by the general public of the part coin operated equipment plays in the present-day scheme of things."

Empire offices are located at the McGraw-Hill building, 330 West 42nd St. ♦

July Popular Mechanics:

The industry's part in national defense is dramatically illustrated in a feature page showing various methods of training used at the U. S. Armored Force School at Fort Knox. One of the training devices used is Bally's Rapid Fire machine gun, built with a miniature tank replacing the submarine used in the amusement model.

★

June 1st Los Angeles Times:

Jimmie Fidler, syndicated Hollywood columnist, devotes a goodly portion of his Sunday column to applauding the three minute shorts being made for coin-operated movies. Says Fidler: "The majors will do well to watch these shorts for future talent."

★

July National Geographic:

"Around the Clock With Your Soldier Boy" by Frederick Simpich gives an hour-by-hour account of a typical day in the life of the average soldier. On page 35 is a half page photo of a group of soldiers amusing themselves with a target rifle. Says the caption: "After a hard day on the target range, at night they pay to shoot some more! It costs a nickel, with this electrical device, to fire imaginary bullets at an imaginary airplane. But how they like it! Marksmen of the 47th Infantry try their skill at a Fort Bragg, North Carolina, post exchange."

★

May 29th Franco-American Radio Show:

Paying tribute to the coin machines and the men that operate them, Lanny Ross devoted his entire May 29th radio show to the operators, calling it, "Coin Machine Show." The program featured a mythical coin-operated phonograph with various members of the cast inserting mythical nickels.

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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

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Short Cuts in Electric Motor Maintenance

by Ernest W. Fair

No matter how much care and precaution may be taken in the operation of motors in coin machines and in the operator's shop all will be wasted unless they receive the proper care during the long tenure of their operation. Strict maintenance standards are necessary.

In mounting or remounting motors they should be so set that they are protected from moisture, steam, dripping pipes, oil, acid, alkali and any form of gas. It should be protected from dust, be well ventilated and accessible for cleaning and inspection. Any foreign materials entering motor armatures will ruin them. While the motor is running it is advisable to blow some smoke toward it and note how the smoke is forced through the motor by its ventilator. Foreign materials can be as easily drawn into the motor if they fall into the path of this draft.

Motors intended for floor, wall and ceiling mounting generally have end shields or bearing housings which can be turned through 90 to 180 degrees. The end shields or bearing housings should be turned around the corresponding angle and the connections properly rearranged. Care should be exercised to see that the surface of joints are clean, otherwise alignment may be so affected as to heat the bearings. The air gap should be checked to see that it is uniform all around after the end shields have been bolted into place.

Motors should be lined on their foundations so that driving and driven shafts are parallel. Pulleys must be in line so that the belt will run true. Driving pistons and gears must mesh accurately. Full assurance that pulleys are properly aligned can be obtained by temporarily installing the belt and running the pulley by hand.

Geared machines must be accurately aligned and rigidly fastened to a common base as an error of a few thousandths of an inch will produce serious vibrations that will ultimately break the shaft or wreck the machine. When gears are properly meshing it should be possible to pull a thin piece of paper from beneath the teeth without its tearing.

The life and successful operation of electric motors depends on two things, their proper installation and upon maintenance. Electric motors generally require less care than any other type of power apparatus, but neglect of fundamental requirements of their maintenance will foment serious troubles that will result in loss of equipment and hamperance of operation.

The particular stresses and strains in coin machine practice makes a systematic inspection at least once a week advisable.

Cleanliness is of great importance. Freedom from water, oil, dirt, grease or foreign materials, inside and out, is insurance of efficient operation. It is always advisable to have a periodic removal of the motor or armature.

Some mechanics use compressed air in cleaning, which is not advisable, as the air will drive foreign materials into the windings of the armature and cause breakdowns.

During inspection bearings should not be removed from shafts unless absolutely necessary. Removal tends to impair their fit.

The safest procedure in cleaning is to treat the motor as you would any high-grade

piece of machinery. The proper amount of oil should always be in the oil wells. Excess oil will run down onto coils and soak their insulation, dirt and dust will then fill up the spaces between the oil-soaked coils and air circulation will be shut off. Overheating and destruction of the armature will result.

Bearing life is affected by lubrication, belt tension and shaft alignments. Adequate lubrication, proper belt tension and accurate alignment will reduce excessive wear and tear on motor bearings.

Hot bearing troubles can generally be traced to oil that is too heavy, or too thin, dirt and grit in the oil, too tight belts, gears meshing too tightly, pulley hubs rubbing against bearings, the motor not being properly aligned causing the armature shaft shoulder to pull against one bearing, or the shaft may be sprung.

If the armature is striking the iron of the field it is a sure indication that bearings are worn and should be replaced. A heavy rumbling sound at the time of starting usually indicates a bearing that is badly worn although the armature does not quite touch the field.

Attention should be given to lubrication. Oil wells should be filled with petroleum oil, sometimes specified as high-grade dynamo oil. Animal or vegetable oils or admixtures of them with petroleum oil will dry and gum and thus prevent the free flow of oil to the bearings. Oiling should be done through the oil filler or overflow gauge while the motor is at a standstill. Wells should be filled to within one-sixteenth inch of the top of the overflow gauge.

Motors are usually shipped with sufficient grease in the bearings to last for a limited period. The bearing-housings should be almost one-half full of good quality neutral bearing grease added when necessary to bring the level to this point. Old grease should be entirely removed and replaced with fresh grease once yearly.

Brushes should almost move freely in their holders and at the same time make firm, even contact with the commutator. If they stick in the holders it is usually due to an accumulation of dirt and oil. Brushes should all be of the same length.

When replacing, brushes should be fitted by means of fine sandpaper folded around the commutator with the rotor being revolved by hand in the desired direction until the proper fit is obtained.

The position of brushes should not be shifted unless it is known that their positions are incorrect or to change the direction of rotation or mounting. On motors with commutating poles the position of the brushes is fixed on the neutral point at the factory. This position should not be shifted except to make changes or for compound-ing or parallel operation.

Pigtails or flexible copper conductors should be firmly fastened in place in order to carry the full current from the brush to the holder. A slight extra length should be left because if they are too tight the brush will be pulled out of line and out of proper contact with the surface of the commutator.

Commutators should be clean and well polished. A piece of canvas or non-linting

material is best. No vaseline or oil should be used on a commutator. Roughness is removable through polishing with a piece of sandstone having the same radius as the commutator. Sandpaper pressed against the surface of the commutator with a block of wood like the sandstone may also be used. The commutator should be run at a high rate of speed during polishing and the sandstone or sandpaper moved back and forth along the surface parallel to the shaft. Then they should be carefully cleaned of any grit which may scratch the surface of the commutator. Emery cloth should never be used on a commutator or brush.

Excessive heating of motors can generally be traced to three principal sources; in the armature—heavy overloads, excessive room temperatures, short circuits or grounds, dirt obstructing air passages and excessively worn bearings; in field coils—short circuits, grounds or excessive voltage and in the commutator—sparking or excessive brush tension.

When a motor fails to start upon application of power the cause can generally be traced to four faults: (1) Cut out contact dirty, phase circuit not closed, (2) Open phase winding, (3) Open main winding, and (4) Tight bearings.

Correct maintenance insures not only successful operation but full value from investments in electric motors. ♦

Industry Triumphs In Slug Battle

SAN FRANCISCO—The Coin Machine Industry has just finished a real life story in crime detection that ought to make the Crime Club thriller lists for June! A manufacturing company official as investigator! A prominent distributor playing detective! And a last chapter ending in a courtroom with Police Judge Chris B. Fox giving "Sluggers" Stanley Sains and Jack Greiner, of Oakland, a \$300.00 fine and two years' probation.

The beginning of the tale was presented by Mr. Williamson of the Glenn-Rowe Company, who reported a sale made by a sheet metal firm. This particular sale involved a bit of counterfeiting by Sains and Greiner who made the metal into slugs for coin machines.

Acquiring excitement as it went along, the real life crime investigation got drama with Richard A. Parina, Western Distributor for Arthur H. DuGrenier, Inc., posing as a private detective outside the metal company's door, nabbing the slug-makers as they were leaving. Since Parina still resembles the hardy player he was in the days when he achieved football fame, he had little difficulty in holding the culprits for Inspector Robinson of the Oakland Police Department.

District Attorney George C. Perkins supplied the climax for, after making an intensive study of the entire slug situation and presenting a brilliant case against the slug practice, he won a conviction for both prisoners.

Sains and Greiner pleaded guilty to punching the metal into nickel and dime size plugs at a specially equipped machine shop and using the slugs to steal cigarettes from machines.

Their racketeering business ended with their arrest. ♦

* * *

"What's the best thing to do for insomnia? I have a bad attack of it."
"Just go to bed and sleep it off."

COIN
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1941

KANSAS CITY

KANSAS CITY, MO.—The heaviest Summer operation in the history of the Coin Machine Industry in the Missouri Valley is underway. All types of equipment are setting new highs. Music distributors report sale of new machines up at least 20 per cent over last year's same period—and it was a new high itself. Replay operators are doubling up on a large percentage of locations simply because a single machine won't take care of the demand. The Cigarette vendor picture is bright and getting better and will continue to do so, these operators say, regardless of new defense tax measures.

In the candy bar vendor field **Harold Sprague** of Confection Cabinet reports that for the first time in the history of the business, summer sales have not fallen below those of the rest of the year. And therein lies a profitable example to all operators.

Confection Cabinet limits their locations to theatre lobbies and the merchandising of confections, particularly candy bars. In years past summer heat has caused a big waste in this merchandise, partially through spoilage, not to mention the fact that smaller stocks had to be kept and to keep up eye-appeal much additional work had to be done.

This year, Confection Cabinet and their locations got together. A large number of very attractive new refrigerated cases were purchased and arrangements were made to have ushers attend them, this latter cost to be borne by the locations. The coin machines were also kept in and stocked with a type of merchandise not affected by the warm weather. This bit of foresight has not only kept up the firm's sales volume, but in many cases has upped receipts in that the new fixtures allow for more display. All of which would seem to point out that the future in this business lies in



"Swell business", says Leo J. Kelly, Vice President of O. D. Jennings, congratulating Frank O'Brien, Jennings Eastern Distributor, as O'Brien turns in orders for 225 Jennings Silver Moon Consoles.

a wider selection of confections enclosed in a refrigerated vendor.

In and out of towners are many. **Jim Ball**, who formerly operated in Oklahoma City and is now active around Houston and Little Rock, paused to say "Hello" to his Kansas City operator friends recently. He was on his way to Excelsior Springs, local health resort, to visit his mother.

L. T. Newlin, also a former Oklahoma operator in Tulsa, and now in Houston, stopped off in Kansas City with his family for a few hours. On a vacation, they moved eastward.

Reports from Hutchinson, Kansas, bring word that **Orville White** is again going strong in automatic music. The information here is that he has sold his White Distributing Company of Wichita to **Pete Bloom** and is devoting his entire attention to interests in and around Hutchinson.

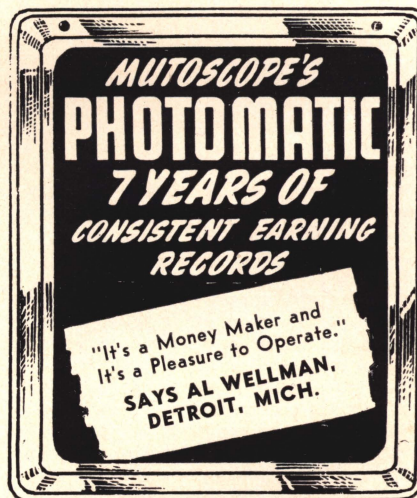
T. J. Johnson, formerly with the United Amusement Company, and **Bob Gilbert**, have joined the staff of **Albert Kahn**, operator of Re-Play tables. Operator **Kahn** is another former Oklahoman who has found Kansas City very much to his liking.

Perhaps the best proof we can offer as to what the coin machine Summer business is like is the fact that **Carl Hoelzel**, United Amusement Company's head man and President of Hobbies, Inc., did not have time during the month of June to take a trip, which should set some kind of a record or other. United has been going at an 18-hour a day clip and Carl says he sees no let-up in the rush of business.

About the same holds true at the Acme

Amusement Company. **Frank Buccero** and **Frank Fasone** put it simply by saying: "We just about have time to take care of our business." This firm makes no attempt to hide the fact that they believe that any way the cigarette tax picture goes it cannot help but be beneficial to them. Also in the operation of marble tables, Acme's recent large orders of equipment—made in the belief that deliveries might be delayed later—did not even stop in their stock rooms, but moved from freight car to location.

From Messrs. **Tim Crummett's** and



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FOR
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1941

IDEAL SOUTHERN CALIFORNIA
HEADQUARTERS FOR COIN MEN

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Finley Mason's Central Distributing Company comes word that sale of new Wur-litzers in this area is running 20 per cent over the same time last year which was in itself a boom period.

Central's Wichita branch is expecting one of its biggest years in the face of a very profitable wheat season throughout the State of Kansas. As wheat goes, so goes Kansas. And there isn't a farmer in the entire state that keeps a closer watch on the golden harvest than do operators in that area; for they have learned in years past that when the grain is good, the market is up, then so are coin box receipts. And conversely so.

Universal Manufacturing Company every day presents more of a boom-industry picture. Owner and manager **Joe Berkowitz** has just returned from a flying trip to Chicago and points north. The object of his trip was the purchase of new equipment and sales meetings with representatives in that area.

Working three large shifts on a 24-hour basis, Universal is doing nothing by hand that can be done with a machine and where in the past they used mainly single-feed ticket staplers, they are now using units that handle four rolls at a time. If present plans develop as expected, the firm will greatly enlarge its line later in the year.

G. L. Atkeson, in a new set-up at General Vendor Manufacturing Company, is now president and sales manager of the firm. The plant has again gone into full production of its beverage vendors and is securing nation wide distribution. Mr. Atkeson, as is the case with a large number of beverage vendor manufacturers, believes that coin machine operators are making a big mistake in letting the beverage bottlers and locations take over the operation in this field.

He admits that several years back the investment required for equipment in proportion to profits was not such as to interest most operators. But today, he says, that picture has changed. Units may now be secured for as little as \$54.50, which isn't a lot considering the volume and long life of this equipment. Recent developments in this line have brought out units that are highly selective, handling practically all bottled items. They are made to fit on top of conventional Coca-Cola cooler boxes and other beverage refrigerators. They simply clamp on, require no power, and can be moved or set in a few minutes time.

B. K. Anderson. ♦

◀ Hoppe Resigns Baker Post

CHICAGO—With the promise of a future news story for the coin machine industry, Harry Hoppe resigned from active duty as vice-president of the Baker Novelty Company in June.

Hoppe reported, "I am formulating plans which require all of my time. Upon completion, I will make an announcement which should be of interest to every distributor, jobber and operator in the coin machine industry." ♦

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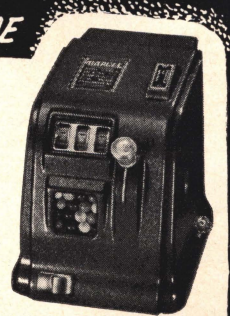
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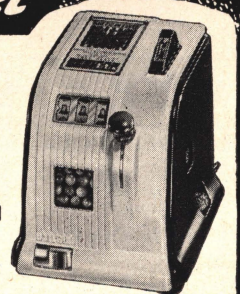
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WHAT'S COOKIN'

E. C. Williams, George Nebel, Max Kraut and R. Z. Greene present their specialties.



If this doesn't please, I'd like to know the reason why:

Swedish Veal Caraway and Noodles

- 4 lbs. boneless veal, cut in 2-inch cubes
- 6 medium sized yellow onions
- 1 green pepper
- 1 lb. mushrooms
- 1/4 lb. rendered chicken fat
- 1/4 lb. butter
- pepper and salt
- 3 bay leaves
- 3 full tablespoons caraway seeds
- 2 tablespoons ketchup
- 1/2 cup flour

Prepared wide noodles

Prepare in deep iron pot. Dice onions and brown in chicken fat. Dredge veal in flour and then add it to onions and shortening. Add whole peeled mushrooms, diced green pepper, bay leaves, pepper and salt to taste, ketchup and caraway seeds. Very tightly cover pot and steam over low flame for one hour to one hour and a quarter.

Prepare noodles by placing them in boiling salted water and permitting them to boil for 15 minutes. Then drain.

Serve in individual casseroles—steaming noodles on the bottom with squares of butter to melt through them and the Swedish Veal Caraway forming a second layer.

Serves six.

R. Z. GREENE,
Rowe Manufacturing Co., Inc.

The real kind:

New England Oyster Stew

- 1 1/2 pts. fresh-opened, medium-sized oysters
- 1 1/2 qts. fresh milk
- butter
- celery salt
- paprika
- Worcestershire sauce

Put oysters in a double boiler with lump of butter. Cook until edges of oysters turn up (about 3 or 4 minutes). Season to taste with celery salt and paprika. Then add milk, but don't boil. Serve very hot with lump of butter floating on top and an extra dash of paprika.

Got a pip for fish chowder, too, if you want it.

E. C. WILLIAMS,
Beverage Dispensers of Boston, Inc., Boston

With a plus-feature:

Spaghetti

- 1 lb. hamburger
- 1 can tomatoes
- 1 qt. boiled spaghetti
- 2 large onions

Fry hamburger and sliced onions in a large skillet until well done and add boiled spaghetti; stir well while cooking for about 30 minutes. For real flavor distinction, sprinkle grated cheese over top before serving.

GEORGE NEBEL,
G. N. Vending Co., Columbus, Ohio

Is this modest?

Canard en Chemise (Duck in a Chemise)

- 1 tender duck
- salt and pepper
- 1 sprig celery
- 2 sprigs parsley
- pastry dough
- pate de foie gras

Prepare duck, rubbing inside and out with salt and pepper, and lay herbs inside. Roll out pastry dough sufficient to envelope the duck. Lay duck, breast upward, on pastry, cover breast with foie gras (or with a paste made by frying livers and giblets with plenty of fat bacon, pepper and seasoning, and pounding until they form a thick mass). After the paste is evenly spread over the duck, carefully fold pastry over it and pinch the edges together. Lay in a pan and bake in the oven, then transfer to platter.

MAX KRAUT,
U-Need-a-Pak Co., Los Angeles

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Baker Moves To Own New Quarters

CHICAGO—Moving for the fourth time in four years because of increased business and subsequent need of larger quarters, the Baker Novelty Company is now established in its own ultra-modern factory at 1700 Washington Boulevard.

Harold Baker, president, has officially announced open house with an invitation to all friends and customers to visit the new home of Baker Novelty Company. He reports "We're only about two miles from

the Sherman Hotel, making it mighty handy for visiting operators and distributors."

Discussing the bigger factory, the president of Baker's declared, "We've moved heaven and earth to make our new plant one of the finest of its kind in the industry and we feel we've done mighty well. Every convenience and every facility for production that modern, scientific engineering and modern methods offer have been included. With the terrific demand for Baker games, with orders pouring in hot and heavy, we just couldn't afford to remain in cramped quarters!"

Baker was enthusiastic about the effect the company's larger facilities will have upon distributors and operators, stating, "While we have been able to keep up with orders and deliveries up to now, we predict Baker will show distributors and oper-

ators a new high in speedy fulfillment of orders once we're settled in our new location." ♦

Dates Set for 1942 Chicago Show

CHICAGO—At a meeting of the Board of Directors of Coin Machine Industries, Inc., on June 24, 1941, it was decided the Association will hold their Annual Coin Machine Show at the Hotel Sherman on January 12, 13, 14 and 15 of 1942. ♦

Tourist (to negro farmer): "I see you raise only hogs while your neighbors are raising cotton and corn. Do hogs pay better?"

Sam: "Well, nawsh dey don't, but de hogs don't need no hoein'."

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We Found TREASURE

This is a true and remarkable out-of-the-industry story of an expedition which, with Diesel schooner and special undersea ultra-modern robot, recovered treasure from the ocean's bottom; showing the pictorial account of a battle on the sea-bed with a huge octopus.

by

Lieut. Harry E. Rieseberg

IT WAS LATE in March and the air was clear and sharp. The scene was San Francisco's waterfront. A long way off a trolley bell clanged; somewhere an automobile horn sounded. These distant sounds passed unheedingly the group on board the proud four-masted schooner lying idly in the harbor. Beyond lay other ships on every side—fine ships, rotten ships, oil burners, schooners, tramps. The schooner was the *Hispaniola*, outward bound and off to seek sunken treasure—a royal traitor's hoard that had rested in Davy Jones' keeping for nearly three hundred years.

The record of the treasure our expedition was sailing to seek was obtained from the musty files of the Spanish State Archives of Madrid and the Museum of Lima, in Peru.

The scene goes back to the year 1680, when the son of King Charles I of England lost a vast treasure of some thirty-million pieces of eight, together with a large consignment of gold and silver bullion, in the treacherous waters off the coast of Ecuador.

To make a temporary peace with her former enemy more lasting, the king of Spain ordered the merchants of Lima to consign to King Charles' son some "thirty million pieces of eight" together with a vast quantity of silver plate and gold bullion, as a present of good will and to aid his father's cause in his war with the people of England. The craft chosen to transport this princely treasure from Lima to Panama, where it would be carried overland and then shipped by an armed convoy to England, was the *Santa Cruz*, a stately galleon of the Dons equipped with seventy guns.

Hardly out of sight of the Peruvian coast the galleon struck a terrific storm and was first stranded on the Los Ahorcados reefs in the Bay of Manta; she then went to pieces and carried down to the bottom her officers, crew and the Spanish silver and gold.

The location of the ill fated galleon's sinking, as given in the musty archives of ancient date, cites the following:

"... 3 leagues from Solongo are 2 rocks called Los Ahorcados, they appear both high and dark... besides these, N. N. E. from Point St. Helena, is a high rock which to windward thereof runs shoaling for the space of

one-half mile under water... it is a distance about 8 leagues from the said point and is called Chanduy... at this place and upon this rock was lost the ship... the rock lies 2 leagues distant from the main"

Thus, from these records, it appeared that the wreck lay about nine miles off-shore from Point Saint Helena. In this particular area the coast is ringed around by the sides of a mountain which descends very near the shore, and the winds and tides are extremely difficult for salvaging operations. However, even at this late date, after heavy storms at sea, the natives often gather from the sands of these nearby beaches numerous pieces of eight, sometimes a gold peso or doubloon.

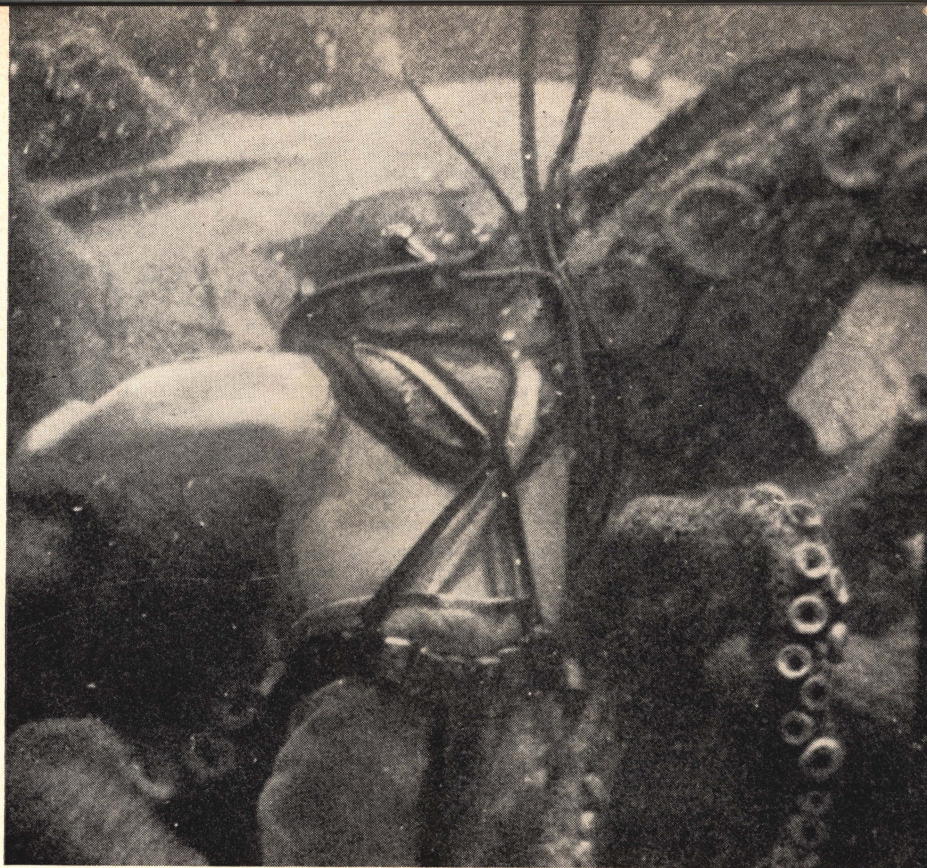
It was the finding of these ancient coins that enticed and decided us to make the attempted search for the balance, if any, of this vast fortune in Spanish treasure. A treasure which was once consigned by a Spanish monarch to an English king to war upon his own subjects.

The events taking place on our passage en route to the waters of Manta Bay, will be omitted here, the intervention of storms, and the many fruitless descents to ascertain the contour of the sea bed thereabouts before we felt that we had finally located the spot which might prove to be the possible location we sought.

The hulk of the famous galleon had of course been deteriorated by the elements

Lieutenant Harry E. Rieseberg is recognized internationally as the world's foremost authority on deep-sea treasure salvage and sunken treasure ships, and is holder of the world-record for depth-salvage in an all-metal ultra-modern deep-sea diving robot.

This is the first of three exclusive features of Lieutenant Rieseberg's experiences to appear in THE REVIEW.



A close-up of the dead creature showing the comparison of the tentacles with the body of Lieutenant Rieseberg. Its giant suction-cups, like huge leeches, each has a power of approximately nineteen pounds. The octopus itself, the largest ever photographed in action and at such depths, measured twenty-four feet from tip of tentacle to tip of tentacle—truly one of the ocean's most dreaded denizens of the deeper depths!

and salt water long years ago and most of it, no doubt, had washed away, piece by piece, out to sea. But the treasure, due to its weight, we believed must still rest on the spot where the galleon went down.

Searching for the resting place of the *Santa Cruz* was a problem that had baffled the finest navigators and seamen for years.

We found many wrecks by the dragging-kedge anchors and the location finders, but none was the particular hulk we were in search of. Finally, on the tenth day, we were over the spot where we had decided to make our explorations.

At last the day came for our actual underwater operations. It was bright, with a cloudless sky and the sea with scarcely a ripple on its surface. So translucent was the water that the bottom at six or eight fathoms appeared to be within reach of one's outstretched hand, every detail standing out sharply. To our treasure seeking eyes, the sea played strange tricks; great fingers of formations seemed to be the timbers and gaunt ribs of sunken wrecks, strange sea growths appeared much like buried kegs or rounded chests.

Then suddenly came Captain Loesche's shrill command, "Drop anchor!" The schooner ceased to move on the water's surface.

The robot was made ready for the descent to the bottom for exploratory purposes. This ultra-modern type of diving sphere was a strange device, a mass of cold iron, with a set of nine-foot toggle-jointed arms, and too, three powerful electric searchlights which throws a beam about a hundred or

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more feet into the murky gloom of the deep void.

I had now prepared myself for the descent by donning an old sweater, heavy woolen socks and moccasins. I crawled into the eighteen-inch aperture or trap of the huge device. Swiftly the watertight door was closed on me, locked and bolted down. A moment more and the ungainly device was lifted from the deck as the winches groaned, swung up and over the side of the craft and slowly sank into the sea.

Down—down—down I went.

As they lowered me toward the bottom, and played out the length of cable, from out of the robot's vision plates I caught glimpses of curious fish. They slipped up to me and then drifted easily away. Down, down I continued to go through the still, green water. Gradually the light grew fainter, the water duller, darker. Within the robot it was as still as the inside of a locked vault; somewhat like being within the hollowed-out interior of a gigantic golf ball.

Presently the electrician on deck began to talk into the phone, the other end of which was attached to my head by a snap-band. Over this phone I was in touch with him every moment.

"How far down am I?" I inquired into the phone as I touched the bottom of the sea bed.

The watchman sang out: "Sixty fathoms!" and stopped his engines.

After a while I again talked into the phone and sent up this message: "I am standing amid some wreckage . . . it appears like some bulky mass of barnacled and shell-encrusted vessel."

At that depth the formation seemed to be almost black in color, while the fish were multi-colored, hundreds of them. I was moved along at my request, and as I did so I noticed the bulky mass, hidden as it was by the accumulation of the sea growths, and half buried in the sand. Yet, as I examined the mass, the hulk showed up to be the remains of a very ancient ship, a ship such as I had never seen except in pictures, a craft whose rotted and broken timbers still presented the traces of a lofty sterncastle with high bluff bows.

As I poked along with my iron-beclawed hands I came upon two ornate, shell-encrusted cannon. There was not a doubt that I had stumbled upon the wreck of a Spanish or Portugese galleon of the Sixteenth or Seventeenth Century. Only by striking every object with the iron claws was I able to determine which were natural growths and which were portions of the shattered and wrecked hulk.

Tearing away the masses of weeds and barnacles upon the gaunt timbers and shattered ribs, I was dropped between the massive frame of the wreck, where I dug away the sand that half-filled the old hulk. Bit by bit the wreck was worked over. After breaking off the encrustations of shell and other sea growths, accumulated debris which had adhered over a period of nearly three hundred years, there appeared a bundle of rent and twisted ironwork, hatch bands, chain, iron plates, toggles, a massive iron ring that had once held the water sail-yard beneath the ancient craft's bowsprit.

Next was discovered a kettle, crudely made—no doubt hand forged—with five riveted, pronged legs. Then a shell-encrusted iron grapple, some metal plates on which the galleon's crew had once been fed; a grindstone, worn and out of shape, on which possibly many a knife and sword had once been sharpened, or perhaps some Spanish don's halberd. Many other articles were recovered, unearthed from the sand and encrustation, many of whose original purposes were a mystery to me.

The descent down the next morning, the twelfth day at the reefs, caused some excitement on board the schooner. While below, I uncovered almost immediately upon reaching the bottom a huge lump which I sent up by the cable in the steel sling. I reported over the phone that I thought it might be treasure of some sort. When it was swung onto the deck of our salvage schooner, deck chisels and hammers smashed into the formation with which it was thickly encased. There was the dull gleam of yellow in the broken crust.

That strange madness that grips men when gold and silver treasure in untold amounts is at stake seemed to permeate the surroundings on the deck above. They

grabbed each other and danced, and yelled madly. But fortune was not so easily found, for as the find was finally uncovered fully, it turned out to be an immense kettle made of copper with huge bronze legs and a long spout, built of many sheets of thin copper varying in thickness and riveted together, as many such utensils were in the Sixteenth and Seventeenth Centuries. Possibly this copper was from the Peruvian mines at Potosi, and smelted in ores that were rich in silver and gold.

I was now on the spot where the stern of the galleon, for galleon it was from all the evidences shown by the various finds, had at one time rested, and I now felt that luck was with me and the jinx that had seemed to guard sunken treasure in the ships was gone. Outside, one of my divers in a conventional observation bell was making photographs of the myriad varicolored fish.

Suddenly, through my vision plates there showed in the searchlight's powerful beam a dark cleft in the jagged, slime-covered rock formation on my right. A sort of commotion was under way, for the finny denizens scurried for safety. And then, gradually coming into the rays of the bright beam, there showed a grey, repulsive-looking mass with long snaky arms, that dreaded creature feared by all divers, suited or robot. *It was a huge octopus!*

What followed seemed like a bad dream. Indeed, to those who have never been under the sea the story sounds incredible, almost like a night-mare, or a passage from some particularly lurid dime novel or movie.

The octopus, which was one of the largest I had ever seen in all my underwater experiences—and I have had many—crawled along a sort of natural trough leading from the rocks, raising itself on its many-cupped tentacles like some gargantuan tarantula. Almost immediately it spotted our observation bell.

From my vantage point behind some of the timbers of the old hulk I was able to photograph the creature through the half-inch vision plate of the robot in which I was encased, by means of a camera specially designed for underwater work of this sort. Powerful lights attached to the head of the robot and the two arms illuminated the scene of action before me.

Abruptly the octopus raised itself on its long, snaky arms, moving quickly toward, as I remarked before, the observation bell like a boxer circling his opponent. Suddenly one long arm lashed out madly, curling around the bell. Then another and another. Furiously the huge creature shook the steel bell as a terrier would a rat.

Conscious of the opportunity to get some pictures that possibly never had been filmed before I kept my camera going, realizing that in spite of its size there was no way the boneless octopus could break inside the great steel diving chamber in which my diver was encased.

But it was time for action.

The giant creature seemed infuriated and was thrashing madly in an apparent attempt to crush the shell or get inside to the man within. The bell had been so shaken by the monster that the observer,

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CHICAGO COIN'S		Royale	82.50	Sample	139.50
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GENCO'S		616	54.50	Paces Races,	
Bandwagon	\$44.50	ROCK-OLA'S		Black Cab.	69.50
Blondie	29.50	Monarch	\$84.50	Square Bell	69.50
Cadillac	36.50	Windsor	79.50	Tanforan	32.50
Dude Ranch	42.50	Count, Mod. '39.	84.50	Sugar King	59.50
Mr. Chips	21.00	'39 De Luxe	139.50	25c Buckley Track	
GOTTlieb'S		Rhythm King,		Odds, '39	159.50
Big Show	\$26.50	16 Rec.	44.50		
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my diver, was stunned into unconsciousness. But more important than this were his life lines. A diver must be careful to keep his lines clear, for upon them he depends for a life-giving supply of oxygen and outlet for bad air. My robot carried its own oxygen, but not so with the observation bell—to the latter it was pumped down to the diver from above. However, the tentacles of the infuriated creature were so completely encircling the steel observation gear that there was great danger of the air lines being entangled.


As rapidly as I could I emerged from the shelter of the wreck and, working up behind the creature, managed to lift one of the steel claws on the arm of the robot and by means of a lever within, to sever one of the soft, writhing tentacles. Immediately the octopus spewed forth a cloud of its inky defense fluid in his madness, a regular barrage which darkened the water considerably. One of the long slimy tentacles thrashed out and wrapped itself around one of my beclawed arms of steel. Again I clamped the lever within the gear. This disconnected the tentacle from the body of the loathsome mass of nauseating flesh. Again and again this happened, until five of the tentacles had been severed. Still the crippled monster struggled, writhing and spewing more of the blue-black fluid. But the stumps of its five arms were useless and gradually it weakened, sliding helplessly over on its mutilated side.

Signalling to the surface, I was hauled up, to descend later with another diver in conventional or ordinary diving suit, which lent us more freedom of action, in order that we might examine our victim. By this time the water had cleared somewhat, permitting the close-up pictures of the dead creature, as we worked to free the observation bell from the remaining tentacles.

On the following morning I went down again, this time with the blasts connected to a wire and held tightly between the steel fingers of my robot's claws. After digging about, a suitable place was located to spot the fuses. Making certain that it was well set, I quickly made the ascent to the surface and was swung on board the schooner.

Sails were then hoisted, and the *Hispaniola* slowly moved to a safe distance. The plunger was shoved home. Shortly a dull, smothered boom was faintly heard and a small column of water shot up into the air.

Two hours later, after giving the water time to clear, I was on my way down to the sea bed again, the steel sling following me. Torn loose from their sea-bed-grave by the explosion, were parts of firearms and weapons, broken dishes, hammers and torn and twisted bits of copper, brass and other metals, cannon balls and gun flints.



240 Symbols
Die Cut & Gummed
3 Colors
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BUT ROLLING CENTS DO GATHER \$\$\$**

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Size: 8" wide, 8 1/2" high, 15 1/2" long
Walnut Finish Cabinet
ROLL-A-CENT

Yes, sir, they sure do, and lots of them in this Little Baby. Here are the full particulars: Players roll pennies down incline. A package of cigarettes for every cent that rolls through either of the upright slits in fence. Winning pennies remain visible until seen and award is made by location owner who then releases them into separate compartment. No record of payouts to keep. No mechanism to get out of order. Build up a route of these Dandy Machines and start the pennies rolling in.

Price **\$9.95** F.O.B. Chicago
Send full payment with order, or 1/3 deposit. Balance C.O.D.
SEVEN GRAND
Popular Convertible Dice Counter Game can be operated as Cash Award or 1c or 5c. **CIGARETTE AWARD MACHINE**
Price **\$36.50** F.O.B. Chicago
1/3 with order, balance C.O.D.
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KOPLO SALES & SUPPLY CO.

Smashing through the debris, the robot overturned alouse rock, sea shells, squirming fish and writhing sea worms until I came upon what appeared like a crude iron chest, oblong in shape. My hopes began to soar as I lifted it into the sling, and then looked about to see if there was anything else which might appear worth raising to the top before ascending myself. There was nothing.

"Take the net away!" I ordered into my phone. I followed this with another order to haul me to the surface.

The winches wheezed and rattled as the ripping, slimy cable reeled in over the schooner's side, and the sling followed. As the ancient chest fell from the net, the encrustations broke from it and the lid flew open, spewing forth hundreds, thousands of metal discs roughly octagonal in shape, heavy slugs, irregular round pieces of eight; a golden doubloon here and there, brown and discolored, but gleaming dull yellow when the patina was scratched away.

Had we discovered the resting place of the *Santa Cruz*?

I doubt it. For the authenticated records stated "30,000,000 pieces of eight and other bullion in gold and silver plate."

What we salvaged and brought to the surface was about 400,000 of the corroded and blackened discs, valued at approximately \$40,000.

However, we had our experience in the search for the famous Spanish galleon and if the story of the *Santa Cruz's* location is authentic as the ancient archives record, then our find was, without question, that of an unknown galleon which was possibly foundered in those early years in these waters of Manta Bay.

It may well be that a handsome hoard still exists and awaits the modern salvor lucky enough to strike the right spot in the same area of Manta Bay, if he has the equipment capable of penetrating to these depths. However, though our expedition did not recover the "30,000,000 pieces of eight," our experience was not lacking in adventure, thrills and sport. We sailed away, en route to San Francisco, and no one complained, for after all it is seldom indeed that a salvage crew earns \$40,000 for three weeks' work.

◀ Daval Courts Pan America

NEW YORK—Carrying out the United States' theme of Latin American friendship, the Daval Company presents a new counter game "American Flags," its first double counter game.

Al S. Douglass, Daval official, declares, "Here we use Pan-American flags on the reels, showing the actual flags of the South and Central American nations, just as we do on the display card front. The game is patriotic as well as exciting because it ties in with the Republics of South America which are getting so much attention these days and also gives the player a better knowledge of the flags of these nations."

"American Flags" is just half of Daval's first double counter game, "Lucky Smokes" being the other half, in which numbers are used instead of cigarette symbol reel strips. Douglass says, "The cabinet is so arranged that both display fronts are quickly and easily interchangeable. The operator can start off with the game he first prefers on the location and then, later, change over to the next, actually placing an entirely new machine on the same location." Douglass has left the factory for a trip in the far west and southwest, where he is introducing the new combination double game.

Dave Helfenbein, in charge of Daval during Douglass' absence, reports that, while "Lucky Smokes" and "American Flags" are popular, "American Eagle" and "Marvel" continue in popularity as token payout games, saying, "There have been more orders rushed to us for these games in the past few weeks than we have received in many prior weeks. We believe that our main problem at this time is to continue to get our production stepped up to meet the demand."

Daval sends out a universal message to all distributors, "Get your orders in while there is still time."

* * *

"I hear your wife has walked out because you couldn't stand her talking in her sleep."

"Yes, she's gone home to mutter."

* * *

Lawyer: "Well, if you want my honest opinion—"

Client: "No, no. I want your professional advice."

WE PUSH TOP RATED GAMES
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LOS ANGELES, CALIF.

Slug Game In Death Throes

BELLEVILLE, N. J. — A nation-wide racket costing American business men \$5,000,000 annually has been annihilated, as a result of the militant leadership of the Coin Machine Industry.

The United States Secret Service army has swept from coast to coast, conquering manufacturers of slugs, after the institution of complaints by the Rowe Manufacturing Co., the National Automatic Merchandising Association and influential operators throughout the country, including John F. Dahl of Omaha.

Dahl was largely responsible for the conviction of Max Wasserman, Omaha novelty dealer, whose conviction, in December, 1940, set a precedent. Seven firms, alleged to be manufacturing or distributing slugs, were indicted by U. S. Attorney Mathias F. Correa before a New York Federal Grand Jury, May 5, 1941. The largest of slug manufacturing firms, De Vere Novelty Company, Dayton, Ohio, met its downfall March 13, 1941, when, posing as customers, Secret Agent Edward A. Connors and Cincinnati Agent Edwin P. Huntington talked with the firm's head, Philip O. Flint, purchased slugs and filed an order for more to be mailed.

In all cases, slugs purchased by agents were tested in Rowe cigarette and candy machines, in Pitney-Bowes Mail-O-Mats, in telephone coin boxes, subway turnstiles, Horn and Harndart Automat Restaurants.

Prominent figure in this battle for business men was George Seedman who, acting for Rowe, brought the matter to the attention of his home state Senator, Lister Hill of Alabama. Senator Hill personally referred the matter to U. S. Attorney Robert A. Jackson. Herbert Greenberg, Rowe service manager, played a part, presenting letters received from slug-makers which were responsible for the cooperation of the U. S. Secret Service and the Post Office Inspection Service. Others participating in the campaign were Chief of Secret Service

Frank J. Wilson; Supervising Agent James J. Maloney of New York; Agents Connors and John H. Hanley, acting under John J. McGrath; U. S. Attorney Samuel H. Reis and Lieut. George McNulty and Detectives Thomas Farrell and Edward Cronnelly, supervised by Captain Bernard Dowd, representing the New York City Police. ♦

◀ Du Grenier Executives Make June Travel Month

LOS ANGELES—American business men have always amazed the world with their quick but surprisingly effective trips from one section of the country to another—a real secret of American business success. That method of personally checking up on the buying public and preparing to serve them was featured in June by Du Grenier executives as Richard A. Parina, West Coast Distributor for Arthur H. Du Grenier, Inc., visited New York and Burnhart "Bip" Glassgold, sales manager, toured New England.

"Dick" Parina, after spending a week-end in New York early in June, went up to the Du Grenier factory at Haverhill, Mass., accompanied by Glassgold. Dick explained, "We've had such convincing indications of booming business ahead that I had to go East to increase my summer orders for Champion Cigarette merchandisers and Candy Man 5c Candy Bar machines." Parina is back in California working in his Los Angeles and San Francisco offices.

"Bip" Glassgold, who toured New England accompanied by Ralph Littlefield, Du Grenier's representative there, announced, "Littlefield is certainly doing a bang up job with distribution of Champion Cigarette merchandisers and Candy Man 5c candy bar machines. Operators in that section are expanding their routes at the same feverish pace as the rest of the country." ♦

He: "What would you do if a fellow criticized your figure?"

She: "Well, I wouldn't hold it against him." ♦

Dick Parina, right, Du Grenier West Coast Distributor, talks it over with "Bip" Glassgold, Du Grenier Sales Manager, on his recent trip to New York. Parina reported business booming in the West and Northwest with the Champion cigarette merchandisers and Candy Man bar vendor, and came East to increase his commitments for summer delivery.



Atlas Official Lauds Advertising

CHICAGO — Paying a tribute to the power of advertising in business, Morrie Ginsburg, Atlas Novelty Company official, recently declared: "The list of customers we've built up as a result of our consistent advertising campaigns stands as the cornerstone of our success."

Praising the great American system of telling the public about a product, Ginsburg stated: "While many factors have entered into our company's success in our main office here and branches in Pittsburgh, Detroit and Omaha, one stands out—the fact that, since the first day we opened our doors, we've been firm believers in consistent advertising."

"Opening of branch offices entailed more promotional and advertising work and was responsible for the appointment of Howard Freer as advertising and publicity manager."

Ginsburg was enthusiastic about the results obtained from Freer's campaigns, saying: "During the time he's been with us, our ads have increased in size and have been packed full of sales-getting punch. Well-versed in the advertising arts, we are banking on Freer to add thousands of more names to our long list of Atlas customers in the months to come." ♦

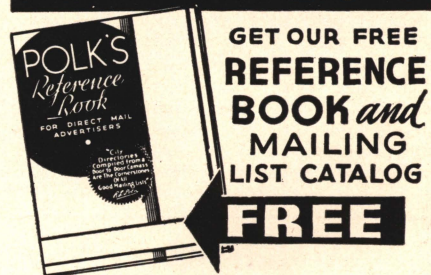
◀ Mohr Flies East For Factory Visits

LOS ANGELES—Mac Mohr, Pacific Coast representative for Daval Co., Baker Novelty Co., and Holly Manufacturing Co., left here by plane July 6th to confer with factory officials on deliveries of new games.

On departing Mac stated: "I have been particularly pleased with the nice business I have enjoyed on our various items so far this year, and I'm taking a nice bunch of orders back East with me. Deliveries are slow at the present time, but I hope after my visit I will be able to assure operators that their orders will get the same prompt attention in the future as we have given them in the past."

Mohr expects to return to the Coast about the middle of the month. ♦

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GOLD MINING - *Twentieth-Century Style*



Nineteen tons of gravel in one big bite. Forty million pounds in one three-shift, 24-hour working day. That's more pay dirt than 1,000 old-time miners working a week could turn over with pick and shovel, and wash or pan in their crude sluice boxes.

But that's the story of the electric miner which is seeking, in twentieth-century fashion, flecks of the precious yellow metal from the cote of the historic old ghost town of Dayton, Nevada, on the edge of the famed Comstock Lode mining country.

The electric miner in reality is two separate machines. One is the gold recovery plant—largest of its kind in the world—which floats on a small artificial pond created by water pumped from near-by wells. It contains the washing and jiggling apparatus that gleans the flakes of gold from the gangue. The other machine is the "walking dragline," which resembles a power shovel as it scoops up 19-ton loads of gravel as far away as

This is not an amusement park joyride, but a floating gold-recovery plant now operating at the edge of the old Comstock Lode mining country in Nevada.

The walking dragline might be likened to the brawny miner with his shovel, scooping gravel from stream bed or hillside. But where the miner scooped up only a few pounds in each shovelful, the dragline bucket lifts more than 14 cubic yards in each bite. The bucket alone weighs 17 tons, and its inside measurements are 10 feet, 4 inches by 5 feet, 6 inches by 8 feet—big enough to hold a roadster.

Heart of the operation is the floating gold recovery plant. This is simply a

vast, efficient, modern counterpart of the old gold pan, the sluice box and the riffles by which the hand miner of yesterday captured little flakes of gold in quicksilver. The plant rests on 13 huge pontoons, and has a deck surface 106 feet long and 50 feet wide.

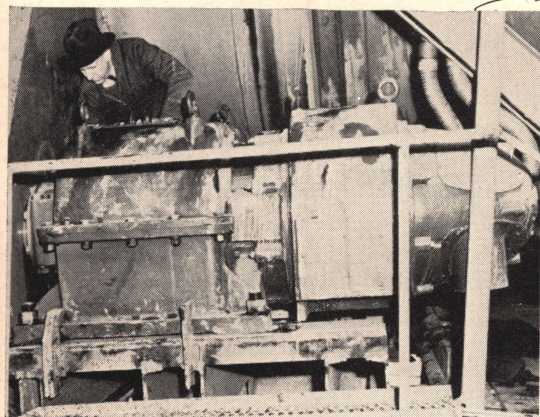
Driving the machinery in the washing plant are 24 Westinghouse splashproof motors and gearmotors totaling 555 horsepower. Power represented in these motors, if it could be harnessed to such a task, would lift the 1,540,000-pound bulk of the dredge vertically at the rate of 12 feet a minute. If the 20,000 tons of gravel which can be passed through the recovery system in a day were placed in freight cars, it would load 400 cars—enough to make a train two miles long.

Motors which pump water for the dozen different operations in the plant, and gearmotors which do myriad other tasks required aboard, are of the latest Westinghouse splashproof type. They are designed for operations under most adverse conditions.

—TURN PAGE

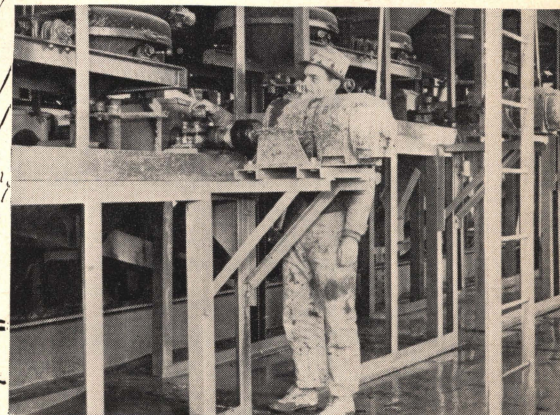
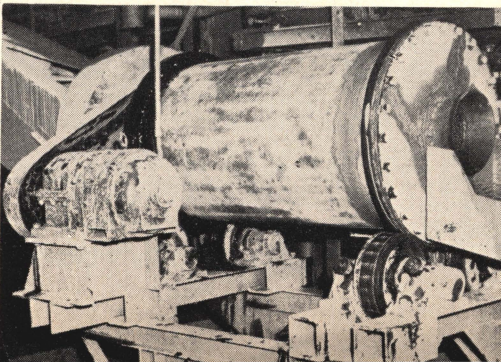
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150 feet and delivers them to the recovery plant (see photograph above).

A crew of half a dozen men operates the electric miner. In the recovery plant, most of the work is done by 24 Westinghouse motors and gearmotors, which in one day can supply power to recover the gold from 15,000 cubic yards of gravel.



• What miner of the West's bonanza days, as he sat by a stream and laboriously washed pansful of gravel in search of those precious flecks of yellow metal, dreamed that in years to come men would harness electricity for that work. Above at left is a 125-hp gearmotor which drives a cylindrical sieve 9 feet in diameter and 60 feet long to separate the larger pieces from the smaller gold-bearing pieces of gravel.

The sand and gravel which pass through the sieve go to conical jigs such as the one shown above, to be shaken up by gearmotors with cams on their shafts to settle the heavier gold-containing material. When sand and gravel have passed through an amalgamator, some rejected material is put in a motor-driven ball mill, at left, and is crushed for further

tions. All may be literally covered in mud or splashed continually with water, yet they operate efficiently and normally.

Gravel from the dragline bucket is dumped into a hopper at the front end of the recovery plant. Grizzly bars across the mouth of the hopper prevent the entry of oversize rocks and boulders. The smaller material, gold-bearing sand and gravel, passes into a huge steel cylinder called a trommel, which is nine feet in diameter and 60 feet long. The trommel is placed on a slight slant and is revolved slowly by a 125-horsepower gearmotor, said to be the largest motor of its type ever employed in the washing plant of a dragline dredge.

In operation, a 150-horsepower motor pumps high-pressure streams of water through half a hundred nozzles and onto the sand and gravel passing through the trommel. More than half the cylinder's 60-foot length serves literally as a sieve, through the holes of which pass gold-bearing sand and pieces of rock and gravel one-half inch in diameter or smaller. Larger pieces travel to the end of the trommel, and fall onto the conveyor belts of the caterpillar-like stacker at the rear end of the plant. After traveling the 190-foot length of the stacker, the waste material is dumped onto the worked-over gravel pile bordering the pond. The

stacker's two conveyor belts are driven by 30- and 40-horsepower generators.

Sand and gravel passing through the holes in the trommel go to concentrator devices called rougher jigs, in which the material is continually shaken by three-horsepower gearmotors with cams on their shafts. The shaking serves to settle the heavier, gold-bearing material to the bottom, where it is drawn off as rougher concentrate into what is termed a concentrate sump. The lighter, hence non-gold-bearing, material from the jigs goes to the stacker, thence to the gravel pile.

From the concentrate sump, the rougher concentrate is conveyed to a cleaner jig, in which the shaking process is repeated. Rejected materials from the cleaner jig go overboard. The concentrate goes next to the amalgamator, where mercury combines with the gold to produce a mixture of those two metals called amalgam. The amalgam is taken periodically to retorts on shore, where it is heated. The mercury passes off as vapor and is condensed for use again. The gold remaining in the retort after treatment is shipped under guard to the United States Mint in San Francisco.

The gold recovery process does not end with the amalgamator.

It is possible that some gold may be left in material which is rejected by the amalgamator. This may include small pieces of quartz, for example, containing concealed or partially concealed particles of gold. Such material is washed over rubber riffles, in whose pockets mercury combines as amalgam with some of the remaining gold.

The remainder is fed to a ball mill, which is rotated by a five-horsepower gearmotor. The ball mill contains hundreds of chrome-steel balls about an inch in diameter. As the mill rotates, these balls crush whatever gold-bearing rock remains. The resulting substance is washed over more rubber riffles, and the remainder of the gold is amalgamated with mercury. Periodically, this amalgam also goes to the retorts, where gold is extracted and mercury recovered.

Gold recovery operations began early this year near the edge of Dayton, at the mouth of Gold Creek Canyon, on U. S. Highway 50.

Dayton was a settlement even before the rich silver and gold deposits of the famed Comstock Lode were discovered near its neighbor towns, Virginia City and Gold Hill. Originally called Mormon Station, it provided haven for the weary pioneer folk of many a wagon train heading for California over one of the old emigrant trails. Later it was virtually abandoned, then was taken over by Chinese gold miners who were operating placer claims nearby, and was dubbed "Chinatown."

Then came the Comstock Lode discovery and subsequent boom, and Dayton became

a flourishing town again, with several thousand people making their homes there.

With the passing of the Comstock's boom days, Dayton again shrank in size and importance. Its population is now 300. (Reprinted from "The Westinghouse Magazine" through special permission.) ♦

Pipitone Passing Mourned by Coin Men

NEW ORLEANS—With the death of Joseph (Uncle Joe) Pipitone, past president of the New Orleans Coin Vending Machine Association, another chapter was closed in the history of the coin machine industry. Pipitone, who died at the age of 62, entered the industry over a decade ago as a partner of Julius Pace, also a past president of the local association. A native of Italy, he came to this country and operated a popular restaurant before entering the coin machine business. His career included a partnership in the Dixie Coin Machine Co. and the Dixie Music Co.

A brother, Giacchino Pipitone, president of the local musicians, died a month ago. Another brother, Erasamo Pipitone, and two sisters survive.

◀ Mohr Lauds New Baker Counter Game

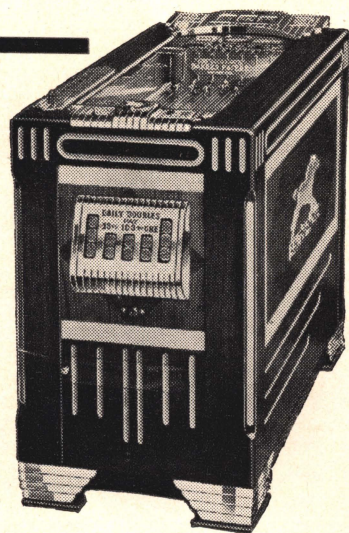
LOS ANGELES—"Raving! That's what they're doing about Kicker and Catcher," reports Mac Mohr, Pacific Coast Representative for Baker Novelty Co. "We knew we had a counter game that was plenty potent—but we never have seen the trade go so wild over anything as they have over Kicker and Catcher.

"And no wonder. It's a startling new innovation, chock-full of appeal, packed with snap and action, absolutely tops in earning capacity! We put it under every test, in locations that represent every type of territory. We tested this counter game thoroughly for mechanical perfection, for repeat play, for capacity earning power.

"And what a showing it made. Operators everywhere have gone overboard in praising its draw and repeat performance. Orders are a sight to make any coinman jump with joy. And believe me, with more pouring in every day, we'll keep our Chicago plant plenty busy supplying the demands of the Western operators." ♦

She: "I wear this gown only to teas."
He: "To tease whom?" ♦

To tune of "You're in the Army Now"
You should be in "The Movies" now.
The Dimes are rolling—and how!
You'll never get rich, unless you hitch
To METERMovies now!



Baker's Pacers

Aristocrat of Consoles

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1941 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

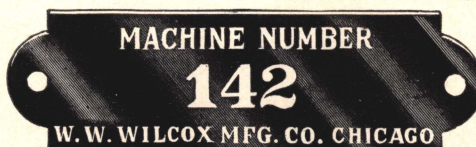
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The BAKER NOVELTY CO., INC.

1700 Washington Blvd., Chicago

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size 3/4" x 2 1/2". Can have any lettering or numbering on plate within reason.

50 @ 7c	each	—	Total \$ 3.50
100 @ 5c	each	—	Total 5.00
250 @ 4c	each	—	Total 10.00
500 @ 3 1/2c	each	—	Total 17.50

Write for Circular on
BRASS TRADE CHECKS

Established 1872
W. W. Wilcox Mfg. Co.
564 W. Randolph St., Chicago, Ill.

V E N D O R S

◀ Pepsi-Cola Places Large Vendor Order

CHICAGO—A new chapter in the story of Pepsi-Cola's startling success recently began with the writing of their first order for immediate delivery of ten carloads of Bally Beverage Vendors for the New York Metropolitan area.

Bert Perkins, sales manager of the beverage vendor division of Bally, says, "Although Pepsi-Cola has heretofore been sold almost exclusively in bottles, test operations of Bally Beverage Vendors have proved the popularity of ice-cold Pepsi-Cola on draught, automatically served from coin-operated machines in a specially designed cup."

The greater part of the vendors now in production will be placed in industrial locations. Pepsi-Cola Company is also authorizing its bottlers to use the Bally Beverage Vendor to open additional outlets. ♦

Ireland Moves to Denver

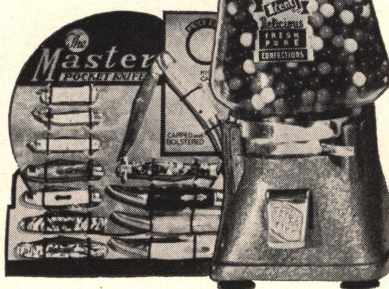
DENVER—Don't get alarmed! The Emerald Isle has not moved to the States, but one individual, possibly named after the old sod, has moved to this thriving Metropolis.

Morgan Ireland, owner of a large route of coin-operated equipment, has moved his headquarters from Canon City to Denver.

No Gyp Game!

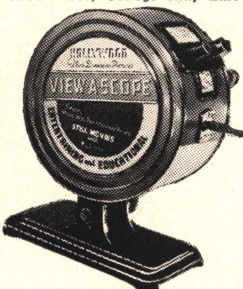
The public can see the winners in the NEW FAST PROFIT PREMIUM VENDOR.

2 doz. premiums
1100 balls of gum
1 Prize King Vendor
All for..... \$11.00



VIEW-A-SCOPE

SHOW—Gypsy Rose Lee, Sally Rand, Ice Follies, Chez Paree, College Inn, Earl Carroll's Beautiful Girls; Scenic and Children's films.



35 m.m. Film, Life-Like 3rd dimension. Operates on single dry cell battery. Use any place—it's Legal.

Only \$29.95 each Complete with 3 films

Other Vendors \$3.95 up. Order from ad or write for circular.

AUTOMATIC GAMES

2422 Fullerton Ave.

Chicago



One of the really fine theaters of the country is the Paramount in Oakland, Calif. Above is shown a cigarette installation made by the Oakland Cigarette Service, Inc. One machine was installed in the lobby and one on the mezzanine.

WVMOA Elects New Officers

LOS ANGELES—At the June 24th meeting of the Western Vending Machine Operators Association the following officers were elected for the new Association year starting July 1st: President, M. I. Slater; Vice-President, F. W. Straw; Secretary, Larry Hagler; Treasurer, R. E. Leland; Assistant Treasurer, Al Smith.

Following election of officers the meeting was given over to discussions relative to operating within the city and new competitive factors which have recently made their appearance on the vending machine scene.

J. B. Yatter, surprised the membership by being in attendance. Yatter is one of the old members of the Association but has not been attending the regular monthly meetings for some time. The boys welcomed him back with open arms.

J. H. Scott, former president, hobbled into the meeting and begged off early. It seems Scotty has been doing a mess of

hiking of late and the joints were reminding him of the fact on meeting night.

J. S. McNaughton, another prominent member, was on hand to sing the praises of his new Studebaker which he just drove back from South Bend, Indiana.

Newly-elected Secretary, Larry Hagler, let it be known that he and the Hagler clan would depart shortly after the 4th of July for a visit with relatives in Yakima, Washington.

Next meeting will be July 29th at McDonnell's, 6th and Figueroa. It is to be hoped that there will be a good turnout to start the new officers off on their year's work in behalf of the Association membership. ♦

— Correction —

LOS ANGELES—An error was made in the June issue of The Coin Machine Review, in stating that L. L. (Les) Paul, celebrating his recovery from an automobile accident with a dinner, was a member of the A. H. Du Grenier organization.

Burnhart "Bip" Glassgold, Du Grenier sales manager, reported that, while it is true Les Paul is recovering, he is in no way associated with Du Grenier's. ♦

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

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Univendor

THE MULTIPLE PRICE VENDOR



COIN
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With Univendor's exclusive multiple price vending feature you can vend candy bars, gum, mints, and many other items ranging in price from 5c to 20c. Because of this wide flexibility in merchandise you can vend just the items most popular with each individual location. This is one reason for Univendor's popularity with industrial locations everywhere. Others are its large capacity, smart appearance and its slug-proof operation. For the greater return from your vendor operations switch to Univendor.

A
favorite with
Industrial
Locations

Stoner Corp.



332 Gale Avenue
Aurora, Illinois

Parina Appoints Northwest Rep.

LOS ANGELES—Announcement was made here the end of June of the appointment of J. H. Harris, Inc., Vancouver, Washington, as representatives for the R. A. Parina Company in the sale of Du-Grenier Champion Cigarette Vendor and Candy Man bar vendor, and the C. V. Adams Gum Vendor. The Harris organization will cover the states of Washington and Oregon and the extreme northern part of California.

J. H. Harris, head of the organization, is far from being a newcomer in the merchandise vending field in the West. For years he has been operating substantial routes of cigarette vendors in the Northwest and he is well known and respected by the operators of that area. He has been

active for a number of years in combating unfair legislation in the Northern States and his efforts have been eminently successful.

H. A. Jones, secretary of the company, is equally well known in the Pacific Northwest. Outside of being a first-rate golfer H. A. knows vending machines and it didn't take him long to plant his approval on the DuGrenier line.

J. H. Harris, Inc., will carry ample stocks of all numbers in Vancouver. Their expert mechanical department will be open also for the benefit of all operators.

Said "Dick" Parina, of R. A. Parina & Co.: "We're certainly proud to add the Harris organization to our sales staff. We expect big things from them and we will not be disappointed, for already they are sending through sizeable orders for Du-Grenier equipment."

Artistic Achievement Brings in Dollars Rapidly

BROOKLYN, N. Y.—Returns are coming in on U-Need-A-Pak's streamlined experiment, Norman Bel Geddes' modernistically designed cigarette merchandiser—and they're profitable returns! Joseph L. Costellaro of Mt. Lebanon, Pa., Pittsburgh operator, reported at a party of Billy Conn rooters, held at U-Need-A-Pak Showrooms the day of the Louis-Conn fight, that the Bel-Geddes machine was unbelievably popular.

Costellaro's enthusiasm was echoed by every operator present. He declared "Every location reports a wonderful reaction to the new Model 500. Location owners are pleased with its beautiful design and smart lighting effects, and, patrons appreciate the mounted mirror, stepped up keyboard and streamlined central delivery." Joe Frank, expanding his operation in Homestead, increased his order for the model and told of favorable reaction to it, along the route of his Royal Vending Company.

Others present at the pre-championship get-together were Bill Wiener, U-Need-A-Pak Eastern representative, returning from a Pennsylvania tour; Jack Lambert, Frank's attorney; Lynn Osborne and his wife, Hazel, who, during his illness after an automobile accident, operated his business, the O. B. Vending Company in Vine-land, N. J., and John Desmedt, Kingsport, Pa.

Toomey Rates in Baltimore

BALTIMORE—Bill Toomey of Todd Cigarette Service won a compliment on his ability in distributing from Burnhart "Bip" Glassgold, sales manager of Arthur H. Du Grenier, Inc., while the latter was visiting Maryland recently. "I was happy to note that Bill Toomey is doing a very aggressive job with the Champion Cigarette merchandisers," stated Glassgold.

Toomey commented, "I look forward to an even greater increase in business as we head further into the Summer months."

Accompanying Glassgold on the Baltimore trip was Bobby Kline, Du Grenier's Pennsylvania representative.

"I know a place where they sell chicken dinners for ten cents."

"Oh, go on."

"Yes, it's a feed store."

First Golfer: "The traps on this course are very annoying."

Second Ditto (trying to putt): "Yes, will you please shut yours?"

CHARMS

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High Quality Cell. Charms,
Standard Assortment.....\$55 Gr.
De Luxe Assortment.....\$70 Gr.

Terms: Remittance with Order
or C.O.D.

Postage Prepaid

Write for Sample Order Today

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SAN FRANCISCO, CALIF.

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— On the Coast —



The membership of the Amusement Merchants' Association, Inc., San Francisco, at their first Semi-Annual Jinx Dinner at the Hotel Empire.

S. F. Operators Enjoy First Semi-Annual Jinx Dinner

SAN FRANCISCO—Confidence in business featured keynote addresses at the first semi-annual Jinx Dinner and Entertainment of the Amusement Merchants' Association, Inc., Friday, June 13th, in the Humboldt Room of the Hotel Empire.

Keynote speeches were given by Louis Wolcher of the Advance Automatic Sales Company; Al Armos, Golden Gate Novelty Company; Wolf Reiwitz, Wolf Sales Company, and John Ruggiero of the Jack R. Moore Company, and also treasurer of the association.

The association was established six months ago to bring together men of the mechanical amusement game industry so that they might meet all problems on a common ground and discuss them in a manner designed to present solutions either individually or as a whole.

According to Sid Mackin, managing director of the association, "The accomplishments of the organization in the first six



Managing Director Sid Mackin rises to start the entertainment festivities. Others are Al Armos, Johnny Ruggiero, Carl Noto and Jack Fox.

months of life are all a matter of record, and it is with pride and satisfaction that the member-operators of San Francisco stand together in carrying out what we believe to be one of the most progressive



Left to Right—Phil Scott, "Heinie" Grusenmeyer, Lou Wolcher, Al Armos, Sid Mackin, Johnny Ruggiero, Carl Noto and Jack Fox.

38 Trained Men and Women To Serve You!

YESSIR! Nineteen times the happy pair shown in the photo to the right are waiting to be of service to you. You'll find your best interests are their first considerations.



Jack R. Moore Company

SEATTLE, WASH.

SAN FRANCISCO, CALIF.

PORTLAND, ORE.

SALT LAKE CITY, UTAH

SPOKANE, WASH.

programs being undertaken by the industry in the country."

An outstanding event of the celebration was the discovery of talent among association members who were found to have excellent voices. Albert Camicia, new member, was soloist.

In addition to the entertainment presented by members, there was a program of headline acts after the dinner. Entertainment committee members were Al Armos, "Heinie" Grusenmeyer, of the Advance Automatic Sales Company, and Phil Scott, Scott Amusement Company. ♦

SAN FRANCISCO

SAN FRANCISCO—Mardie Fere, one of the younger operators in San Francisco, has just returned from a trip to New York which, it is revealed, was his honeymoon. The marriage state must be conducive to success as Mardie announces he is moving to a new and larger office.

If anyone thinks for one minute the amusement game industry is not going ahead, ask Dave Moore who has just finished passing out his 'nth box of cigars as he proudly announces the arrival of a baby boy. "Mother and son are doing well."

The San Francisco Jobbers are contemplating chipping in and buying a high-powered set of binoculars to give to Jobber Lou Wolcher to help speed up his discovery of a new and larger building. It seems that Lou is thinking of buying an oil company as he figures it would be cheaper considering the gallons of gas he is using driving around town trying to locate new quarters. He had one beautiful edifice all selected but found that he was going to need more space. Who says there is no confidence in the industry when Advance Automatic Sales acts like this?

At the last monthly meeting of the Amusement Merchants' Association, Lou Wolcher of Advance Automatic Sales donated a new game to be raffled off, proceeds to go to the Association Treasury. Despite the fact that Lou's partner, Heinie Grusenmeyer was seen avidly purchasing tickets, the game was won by G. G. Williamson, one of San Francisco's operators of long standing.

It is rumored that Chick Roberts of Wolf Sales is going to open a subsidiary business, that of news picture coverage, and with the outfit he has accumulated and the results he gets we don't blame him.

Dynamic Johnny Ruggiero of the Jack R. Moore Company should be twins. At least the energy he is now expending is comparable to that of twins what with his ever increasing business and his handling the moving of the plant to new and larger quarters at 348 - 6th Street, all without losing a motion. So when you see that flash, don't be alarmed, it is Johnny in his daily routine, and believe it or not he does it without the aid of mirrors.

Bren Murtha of the Crown Specialty Co. has just returned from a prolonged visit to his home state of Montana. Bren says, "Home or no home I'll take my boots and saddle on the San Francisco Range."

Heinie Grusenmeyer of the Advance Automatic Sales can now be seen if one

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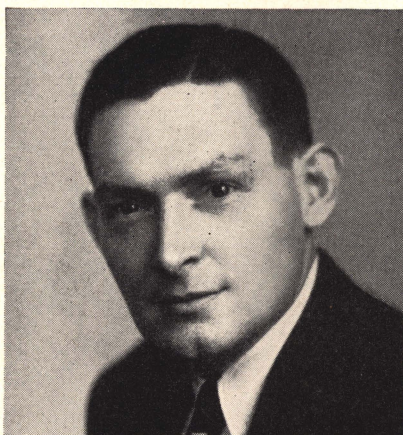
— On the Coast —

knows how to read a blue print, for that is where you'll find Heinie buried at this time, inasmuch as he is just OKing the final prints and architect's plans for his new home. We understand ground has already been broken.

The hardest man to find among the San Francisco operators is **Dan Lufkin** of the Bay City Amusement Sales. Dan flies his own plane and is such an enthusiastic aviator that we would not be surprised to see the United Airlines featuring coin-operated amusement games on all their Mainliners.

It is really good to see **Roy Francis** of the Favor Sales Co. back with us. Roy, who got into an argument with a 6x6 plank, is accorded a technical victory over the same even though he still slightly favors one leg.

Mike Jacobson of the Jacobson Amusement Co. may be seen any day now with a game riding high on the back of a '36 Ford two-door. Mike says he bought the Ford due to economic reasons, although everyone knows that he just blossomed forth with a '41 Pontiac Beauty. When asked to explain, Mike says his locations were all demanding new games when they saw him in the new Pontiac, hence the '36 Ford, and besides Mike says he owns the Ford while he is in partners with the Bank on the other. We don't call that economy, Mike, we call it psychology. ♦



A. H. Farmer, Seattle, doesn't give a hoop for fight broadcasts over the radio so when the Louis-Conn fight was certain he set sails for New York to be at ringside when the boys went to work. Postcarding Farmer after the fight: "Louis-Conn fight was the best ever."

is better versed in the operation of phonographs than any operator's wife in this section. While hubby was starting with a handful of nondescript games a few years back, she was perched at his side, giving all-out aid. Today he is King County's No. 2 phono operator, rapidly closing the gap to the top, and where do you suppose the little woman is? Right—perched at his side, continuing unselfish all-out aid.

The REVIEW is proud and highly honored to present a guest columnist so thoroughly grounded in all phases of phonograph operation, so well-educated and intelligent. It will be a milestone in this corner's meager list of accomplishments, next month, when we present: "SEATTLE" by **Mrs. Frank Countner**.

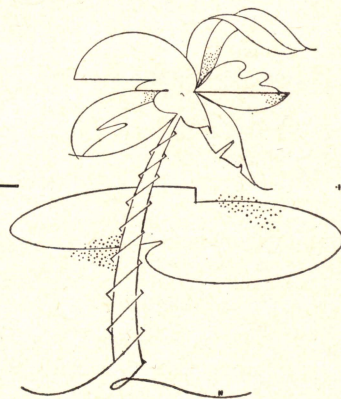
George Schnabel, who has maintained a stiff upper-mustached lip ever since he was old enough to shave, needed a new parts man to carry on the Coin Machine Parts' slogan of "Service, Service, and More Service." Jackie Horner stuck in his thumb and pulled out a plum; but George went him one better: he uncoiled his line and fished out **Don McHugh**, a former Bureau of Fisheries employee. And George will have you know this is no sucker catch, either.

Smiling, freckle-faced **Rena Burgett** is spreading rays of sunshine all over Earl Hreoux's office as a new employee, and after what happened last month Earl can use a few smiles. A fire, caused by spontaneous combustion, broke out in the rear of his storeroom. When firemen had beaten the blazes to submission, the estimated damage was pegged at \$2,000 to \$2,500. Most serious loss was a newly perfected table game called "Jungle Golf", a close relative of "Bojo", and invented by **Bob Seymour**. The game was being readied for shipment to Alaska to join "Bojo" in

a whirlwind team that would have knocked the natives crosseyed.

Coin Row was well represented at the Pacific Coast Restaurant Convention and Exposition at Seattle the latter part of June. Each phono distributor saw that there was plenty of eye-appealing music, while "**Solly**" **Solomon** of Western Distributors came through with a neat display of pin tables. Also on deck was **George Murdock**, Rock-Ola's western regional manager.

Maybel Dace, the Bluebird-Victor managerial ace, is back from an Idaho vacation looking dreamy-eyed and contented. Other highlights from Harper-Meggee's record emporium: **Patrick Michael McGinnis** upped and hied to California with nary a reason except he's free, white and 21. **Ralph Blucher** succeeded at the disc-filling counter. This enterprising firm has created a new job for the summer months known as "Vacation Stopper," with **Ruth McDonald** hitting the cylinders on the



Vacation ANNOUNCEMENT

Once again it comes time, and we're certainly ready to cover our typewriters, slip into old clothes and get away for a look-see at what the rest of the world is doing.

August 10th to 30th have been set aside for this year's vacations and during this 3-week period there will be only one employee to take care of absolute emergencies.

We kindly ask that you bear these dates in mind and get in touch with us on important matters either before or after this vacation period.

Thank You . . . and we hope you enjoy your vacations, too!

The REVIEW Staff.



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SEATTLE

SEATTLE—If the price of the August REVIEW is raised . . . if copies of that issue are scarcer than hen's teeth in a cow barn . . . then it won't be a coincidence, readers, because the next column from the Pacific Northwest wonderland will be a ten-karat attraction if there ever was one.

As you probably know, August is "Guest Column" month. Whereas the operators' wives were a bit backward about submitting entries to your columnist via mail, the response to a personal call was instantaneous and successful.

We've scored a ten-strike, chums, and we just had to get a little chortling off our chest. Our guest columnist is a lady who

YOUR VEST POCKET

is a sturdy, dependable machine. It will give you long and faithful service.

There are times however when tampering or rough handling will get it out of adjustment. When this occurs may we be of service to you?

GLENDAL GRAHAM

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When It's a Mott Picture, Eye-Appeal and Buy-Appeal Go Together! Every commercial shot is a sales triumph! Every photograph is an artistic achievement. The finest work at fair, live-and-let-live prices! Mott's official photographers for the industry, are represented in every issue of this magazine. For successful pictures, call

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LOS ANGELES, CALIFORNIA

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

substitute line. When the regulars go vacationing, they won't have to worry about their work piling up.

Turn the lights low, buddy, and let's have some soft and gentle music. We need a mellow romantic mood to pen the great admiration **Allen Gross**, the Schanbel up-and-comer, harbors for **Doris DeLong**, the Jack Moore maiden. On our last trip around, Allen mounted a soap box and spoke thusly: "Doris is the 'it' girl of the Row. She's not only Miss Coin Machine of this year, the next year, and the year after, but the most efficient secretary Jack Moore's Seattle office ever had. She's terrific! And as a social companion, she's tops. Dont forget to give her a write-up." Aside to Doris: Don't forget to give Allen a break.

Seattle Shavings — Operator **Van Booth** and wife **Beulah** spent a couple of languid weeks in California. Pinch-hitting at the Western Distributors office during Beulah's absence was a rosie-cheeked business college lassie: **Pauline Hall**. . . . "If it's coin-operated, I can repair it." That's the slogan of **Vern H. Preston**, new mechanic at Puget Sound Novelty who is the current pride and joy of Manager **Clyde Newton**. Preston's background includes four years with Long Beach Coin and a year with **Ed Mape** at Stockton. . . . It's practically a family affair at Jack Moore's these days, **Dick Robinson**, the phono specialist, placed Brother Bill on the payroll. When **Don Carrier** took the jump to Royal Amusement, **Thelma Oliver** put through an S.O.S. for high-school graduate brother Don. As the football referee would say, that makes it one "Don" and one to go. . . . **Elmer Jakeway**, southern Alaskan operator of any type of

— On the Coast —

game that shows a profit, was a Seattle visitor last month. Local jobbers practically got writer's cramp listing orders.

Coin-Row's wise man succinctly comments: "The only tan some of those Sun-tan Susies receive on their vacation comes from the incandescents in the lounges."

EVERETT

Joe Hart, No. 1 music operator in the Evergreen State, took a quick trip to his mink farm in Canada, the last of June.

TACOMA

Don't jam the Tacoma Highway, fellas, but July 1 was the date a licensing ordinance went into effect in this booming Northwest city and pin tables again were welcomed back en masse.

BUTTE, MONTANA

They grow 'em strong, sturdy and athletic in this neck of the big timbers. **Helen Brinck**, wife of **H. B. Brinck**, the Rock-Ola distributor, bowled over all comers in this section and journeyed to San Francisco for the National Bowling meet, on the lookout for fresh scalps.

BOISE, IDAHO

With Unc Sam giving him the eye, **Dick Fields**, son of Wurlitzer's Northwest Distributor, beat the old boy to the punch by enrolling in the CAA's army air school here. Dick is now taking orders from **W. M. Woods**, Boise's No. 1 phono operator, who is the school's chief instructor.

Louis Karnofsky ♦

Ruggiero In Movies?

SAN FRANCISCO—Which John is it . . . Carroll or Ruggiero?

That's the question current among local operators who have seen the new RKO production of "Sunny," starring Anna Neagle.

John Carroll, a newcomer in pictures, plays opposite the dancing star and he's a dead ringer for Johnny Ruggiero, of the local Jack R. Moore office.

Some operators have seen it twice, trying to figure out if Johnny Ruggiero is trying to put one over on them or whether it is really John Carroll. ♦

Benedict in Coin Machine Row

LOS ANGELES—June stepped forth and nabbed James Jones, manager of the Southwestern Vending Machine Co., and marched him down the wedding aisle. Violet Wisterman of St. Louis became Mrs. James Jones on June 22 in Yuma, Arizona. Both received congratulations from Harry Kaplan, Southwestern president, and other local coinmen.

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WE WILL MEET OR BEAT ANY ADVERTISED LOS ANGELES PRICES!

You cannot buy anywhere under more favorable circumstances than at Bromberg's. Anticipate your wants NOW before pending taxes are added!

WRITE FOR ROCK-BOTTOM PRICES ON:

Fleet
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Four Roses
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All Reconditioned, Clean as a Whistle, and READY
FOR PROMPT SHIPMENT!

NEW GAMES

Genco ARGENTINE
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ENTRY
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"Buy at BROMBERG'S — Where Your Bucks Buy the Best"

IRVING BROMBERG COMPANY

935 VENICE BOULEVARD

LOS ANGELES, CALIFORNIA

PRospect 7387

— On the Coast —

◀ Hilton Hotel Tops for Coinmen

LONG BEACH—The Hilton Hotel, on the water front overlooking the blue Pacific, is enjoying a steady business from the coin machine operators, jobbers and distributors of the West who have become acquainted with the unusually fine service of this definitely superior hostelry.

Fishing has never been better in the Long Beach channel and coinmen find the Hilton a convenient spot for headquartering on a fishing trip. Then too there are excellent golf courses within easy distance from the Hotel. In fact, everything necessary to round out a vacation of from one day to one month is within easy reach of the Hilton.

The unique Sky Room, on the top floor high above the city and harbor, provides an excellent spot for dining, dancing and cocktails and Southern California coinmen may be spotted there any evening.

The Long Beach operators and the Progressive Business Men's Association, which includes the local operating fraternity, make the Hilton their official hotel for important meetings, banquets, gatherings, etc.

In short, the Hilton has become the Hotel Sherman of the West when it comes to catering to the desires and pleasures of the coin machine industry in California. ♦

LONG BEACH

LONG BEACH—H. C. Gillispie, prominent Los Angeles County and Long Beach amusement game operator, has opened a Sportland and Penny Arcade at 4023 Maine Street, Riverside, California. He has more than 125 pieces of equipment there, including an archery range. Sportland and Penny Arcade is being managed by **George DuPont** and **James Wickersham** of the Gillispie organization. Gillispie opened a Penny Arcade in Encinitas several months ago with **Lath McClellan**, manager.

C. J. Eshelman, Service Coin Machine Co., is spending the first two weeks of July looking after his scales business in northern California.

Jos. Richarme, of Long Beach Coin Machine Co., has sold out his marble game operating business to **Thompson Brothers**, his step-sons, who had been his operators for years. **William, Sheridan** and **Gary Thompson** took over the business in June. Richarme is now devoting all of his efforts to his rapidly expanding Coin Machine jobbing business and to his local side line of radios, refrigerators and appliances.

Gary Thompson, of Thompson Bros., marble game operators, spent the first week of July with his family fishing in Mexican waters off Encinada.

John L. Ketchersid, marble game op-

erator, was in Boise, Idaho, on a business trip the last week of June. ♦

PBM Plan August Dance

LONG BEACH—A dinner dance in the Army and Navy Club will be the opening celebration of the second year program of the Progressive Business Men's Association on August 12th. Assemblymen **Fred N. Howser**, **Lorne Middough**, of Long Beach, and **Sam Collins**, Orange County, will be guests of honor. Tribute will be paid the guests for their work on the Public Morals Committee in the last session of the legislature.

New members of PBM are **Einar Petersen**, Army and Navy Club; **Frank Snider**, representing radio; **Sid Levy**, Mr. O'Connell and **Max Mullen**, Rainbow Club and **Dude Ranch**; **Jack Thurman**, 1044 Club; **W. C. Jarrett**, Four-O and **George W. Harris**, George's Place.

Other activities of the club for July included the first Summer dance held at Silverado Park Clubhouse July 2 and the assistance given the general meeting of the Restaurant Owners' Association July 7 at Mon's Cafe. ♦

◀ Reeder Service Announced

GLENDAL, CALIF.—Specializing in 24-hour service and featuring skilled, scientific mechanics, **R. E. Reeder** announces the opening of his Coin Machine Service at 342 West Cerrotis Ave. The new Shop is equipped to do all major repairing and overhauling, and a repair service to make minor adjustments and repairs on location is offered. ♦

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FOR
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1941

S Bask Your Eyes On These Buys:

S
P
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NEW MACHINES

(In Original Crates)

Chicago Coin Majors of 1941	\$87.50
Baker Entry	\$87.50
Chicago Coin Snappy	\$108.50
Genco Captain Kidd	\$108.50
Exhibit West Winds	\$102.50
Genco South Paw	\$ 87.50
Success Boom Town	\$107.50
Bally Speed Ball	\$108.50

USED BARGAINS

All Americans	\$59.50
Pick-Em	\$17.50
Limelight	\$29.50
Gold Star	\$59.50
Attention	\$54.50
Sport Parade	\$59.50

COUNTER GAMES

Klix	\$19.50
Pok-O-Reel	\$18.50
Daval's "21"	\$19.75
New American Eagles	\$27.50
Marvel (New)	\$27.50
Daval's American Flag	\$23.00
Daval's Lucky Smoke	\$23.00

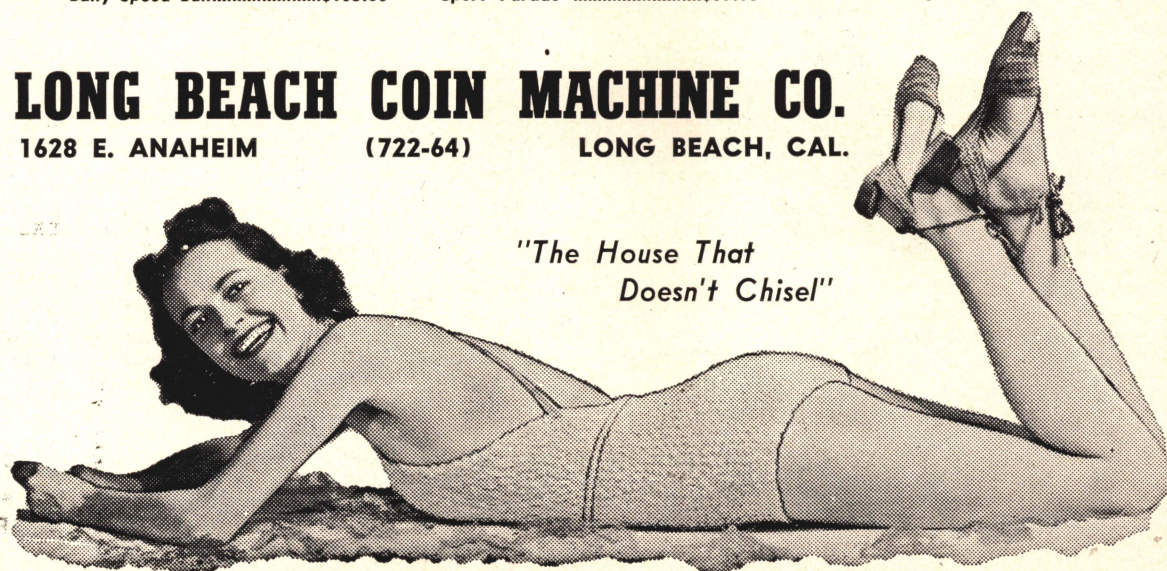
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LONG BEACH, CAL.

"The House That
Doesn't Chisel"



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

— On the Coast —



J. I. Fee, Portland, and his assistant, Lyle Hamblen, on their way to change records in one of his many phonograph locations.

PORTLAND

PORTLAND, ORE.—Yes, it's a girl! And the young lady, **Almira Viole Beckett**, is the daughter of proud **Mr. and Mrs. H. H. Beckett**. "Hollis" as the father, is familiarly known to his friends, is one of the largest operators of phonograph equipment in the Northwest.

Another blessed event! **Mr. and Mrs. George L. Cusick** are the proud parents

of a baby boy, 8 pounds 1 and one-half ounces, born in Salt Lake City the week of June 15th. Daddy is the manager of the Salt Lake branch of Jack R. Moore Co.

The two **Andersons**, **Anton E.** and **Otis W.** . . . not brothers, but friendly competitors . . . have both felt the call of the country. Otis has just purchased a home on the West Slope, outside of Portland, and "Andy" a place by a lake at Cherryville on the Mount Hood Loop Road.

Max Kristol has just acquired a new Dodge Sedan after having driven his previous Dodge over 100,000 miles.

Nat Schoen of Columbia Music Co., is building a new home in Vancouver, Washington, just across the Columbia river from Portland.

LOS ANGELES

LOS ANGELES—The July 4th holidays gave most of Southern California's coinmen a chance to get away from it all . . . and they did! Tijuana and the Bull Fights, Catalina and Dick Jurgens Orchestra, the mountains and the ocean all claimed a shade of the industry's personnel.

Social event of the past month was the marriage of **Ethelda Bromberg** daughter of **Mr. and Mrs. Irving Bromberg**, to **Leon Singer** at the swank Hollywood Roosevelt hotel on June 28th. Following the wedding a number of the guests adjourned to Grace Hayes Lodge out on Ven-

tura Boulevard to further celebrate the event.

One day too late to make last month's issue was the birth of a boy to **Mr. and Mrs. Les Lorden** at the Cedars of Lebanon Hospital in Hollywood on June 10th. Both parents are well known in the industry and before long son, **Gary Allen**, will probably be making a name for himself as well.

According to **Russ Smith** the Tuesday night schools for music operators at California Simplex Distributing are "the nuts." The meetings are well attended and competent instructors are on hand to answer operators' questions.

Mac Mohr packed an extra shirt and flew to Chicago July 6th to confer with officials of Daval Co. and Baker Novelty Co. Mac expected to be gone about ten days.

Harry Holdsworth, former L. A. music operator and printer to the industry, post cards from Fort Ord that he can "take it" after four months in the army. "They thought they had me last week," pipes Harry, "but I fooled them. They marched us 110 miles in 10 days with only three meals and I came through with flying colors." Maybe Harry knows a Camel's secret.

An ordinance is being drafted by the City Attorney to blot out salesboard operations in the city. Several thousand boards are out under the sponsorship of veteran organizations, but the city dads think it's time to nip another business in the bud.

M. H. Theedy, of Mape Music Co., spent the week of June 16th in San Diego and the Imperial Valley singing the praises of Seeburg. Head man **L. B. McCreary** drove down on June 24th to tow the orders back to headquarters.

Paul Gerber has arrived from Chicago to help count the pennies at his Ocean Park Sportland. Business over the 4th was sensational, according to reports.

Bud Parr fished near Catalina June 21st and returned with a few fish and a cough that sounded like T. B. in its last stages. As this goes to press the cough and cold have been licked, Parr has purchased a new rod and reel, and is off fishing again.

Curley Robinson is one of the busiest scouts on Coin Machine Row these days, what with USO activities added to his Association duties. Curley has been visiting the various army camps delivering magazines and books contributed by the AOLAC membership.

E. C. McNeil left the middle of June for a confab with officials of National Vendors in St. Louis. Deliveries are slow and Mac hopes to speed them up by putting in a personal appearance at headquarters.

Glenn McCarter, Hemet recluse, made the rounds of L. A. jobbing establishments on June 26th picking up new equipment for his extensive operations.

The Preview of 8 new movie subjects at the RCA lab. in Hollywood on June 24th brought together the blue bloods of the movie end of the Industry.

Ray Eberts, prominent music operator, likes the flashy ties at the May Co. and spends oodles of time looking them over while the cutie behind the counter ties the around her pretty finger.

Jack McClellan and **Gene Hopkinson** arrived from Australia June 17th for a

TURN PAGE

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REVIEW

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FOR
JULY
1941

Army Camps — Vacation Resorts — Fairs
Dance Halls — Amusement Parks — Beaches

All Are Ideal Spots for

PENNY ARCADES

ARCADES get the play wherever crowds gather. They are today's biggest attraction where pennies and nickels provide endless fun for young and old. The PENNY ARCADE is today's fastest growing money-making enterprise.

MODERATE INVESTMENT
NO EXPERIENCE NECESSARY

You furnish the spots . . . Our Arcade Equipment does the work . . . You simply empty the cash boxes.

We have the most complete line of Arcade equipment on the Coast today. Every machine designed especially for profitable Arcade operation. See these machines in a typical Arcade set-up and get the profit facts on this fascinating business without delay.

Come In Today!

MAC SANDERS

2837 West Pico Blvd.

Los Angeles, Calif.

REpublic 5161

— On the Coast —

look-see at new numbers for the "down under" territory.

Eddie Heller, publicity ace for **Abe Lyman's Band**, has been tearing the town upside down since Lyman opened at the Palladium. Eddie AND Abe are looking for "Feedbox Freddie" so that the Palladium artist can start painting his picture on the dance palace's wall. And, quick as "Freddie" is found, Lyman expects to invite the music operators of this area to be his guests at a cocktail party at the Palladium.

A. F. "Tony" Parina, of R. A. Parina & Co., is now a dyed-in-the-wool Southern Californian. The last of June Tony moved his wife and two boys here from San Francisco and expects to make this burg his home from now on.

Shirley Knell, bookkeeper for AOLAC, has announced that she will wed Daniel R. Stevens, dentistry student, on August 3rd. The couple plan to reside in San Francisco.

Warren Seeley, head serviceman for **Art Brant's 20th Century Amusement Co.** in Hollywood, passed out cigars, candy bars, etc., the middle of June to celebrate the arrival of a son.

Arch C. Riddell, operator of the Harmony Hostess Wired Music System in Pasadena, is doing it solo this month with Mrs. Riddell in Vancouver, British Columbia, visiting her parents.

C. T. McKelvy, of J. P. Seeburg Corp., was slated to arrive here July 10th for a conference with Mape Music lads.

Free pencils are the order of the day at Esquire Music Co., where **Jack Gutshall** meets all visitors and presents them with a fine new plastic moulded mechanical pencil which is a real honey. It propels, expels and repels leads and "is ideal for signing Esquire orders" according to Jack. Incidentally Mrs. Gutshall left shortly after the 4th for a visit with friends and relatives in Kentucky. Chants Jack, "Now I can spend plenty of time fishing and boy, don't think I won't!"

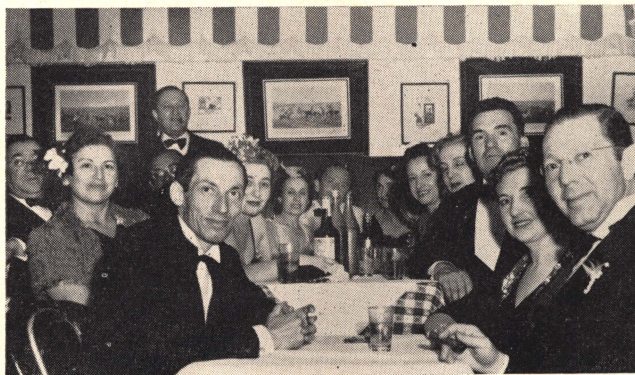
Jack Pfeiffer loves to fish with his pants rolled up. Over the holidays he made all the spots from Big Bear to Brent's Mountain Crags and showed up on Coin Row Monday displaying a blistering expanse of epidermis beautifully reddened by Old Sol.

M. Rudin, secretary of the Deutsch Lock Co., arrived on the Coast the first week in July to confer with Coast reps on how better to serve the coin machine industry.

Mac Sanders is knocking 'em dead with his Penny Arcade set-up. There isn't much in the way of Arcade equipment any operator could want that Mac can't supply.

Another hot spot on the marble table Riviera is **Paul Laymon's** where games are coming in and going out so fast it's hard to tell just what the firm has on hand for sale at any given moment. Paul states he has never seen so much activity at this time of the year and attributes it to the marvelous operating opportunities adjacent to defense projects.

Herb McClellan, likewise, hasn't let any grass grow under his feet when it comes to supplying tables for the defense workers amusements. Herb makes it regularly to San Diego to ascertain the operators wishes, for the lads down below are so busy they haven't time to come up to L. A. to shop anymore.



Following the marriage of Ethelda Bromberg to Leon Singer in Hollywood on June 28th this happy group gathered at Grace Hayes Lodge to celebrate the occasion. Mr. and Mrs. Irving Bromberg, parents of Ethelda, are on the right. Others in the party included Mr. and Mrs. Harry Kaplan, Mr. and Mrs. Phil Robinson, Hermie Cohen, Molly Simon, Irving Moskowitz and Meyer Ginsburg.

E. C. McNeil, National Vendors rep., post cards from Wisconsin Dells "Having a swell vacation up here in Wisconsin Woods. Will be home soon."

Harry Kaplan of Southwestern Vending, is not complaining one bit. Harry arrives at 8 a.m. each morn and generally doesn't clear the place until almost that time in the evening. Which all speaks well for business with Harry.

Jimmie Johnson of Western Products, Inc., Chicago, flew into town July 8th and lit at Mac Sanders. Jimmie 'phoned THE REVIEW for information on the lass on our

Anniversary mailing piece but after hearing our answer he departed immediately for Seattle and then on to Chicago.

Next time **Jack Gutshall** delivers a phonograph for a customer it'll be on some other day than a holiday. An operator in a pinch asked Jack to deliver a phono, to a spot on Long Beach's Pike on July 4th and, little sensing the throngs that might be present, Jack promised to deliver the machine. Cops on the Pike helped but Jack moved at 3 miles an hour down the Pike to get along side the spot wanting the machine. "Never again," says Jack.

An Astrological Portrait — of —

SID MACKIN, Managing Director

Amusement Merchants' Ass'n., San Francisco

— Prepared by —

HELENE PAUL

World Famous Astrologer

The "celestial blue print" — otherwise known as the horoscope, of Mr. Sid Mackin, Managing Director of the Amusement Merchants' Association of San Francisco, is an interesting one, in that it proves a certain point.

Born July 16th, he has four planets in the sign of "Cancer" — which is among other things the sign that rules the public. This would give him an innate ability to direct the activities of a large group of people—especially those who would deal directly or indirectly with the public.

The Sun in Cancer contributes a fertile imagination, makes one sympathetic and sentimental. An inner fear of ridicule or criticism makes them discreet, diplomatic and conventional. They appreciate kindness and are easily encouraged by it. Natives of this sign have a sensitive, retiring disposition, and something of what is popularly known as an "inferiority complex"—which makes them extremely efficient, for they are constantly trying to improve in whatever they choose to perform. They are curiously well adapted to pursuits of a fluctuating nature — such as catering to public needs and desires. The natives of this sign have a tenacious memory — especially for family or historical events, and a very keen sense of domestic responsibility. Extremely fond of home and family, a "Cancer" man makes a most excel-

lent husband as well as a very kind, considerate son and brother. He encourages those around him to come to him with their troubles and is the soul of generosity and sympathy with those he loves—while he can be extremely economical and frugal in his business life.

Jupiter, also in Cancer, makes him popular among his associates and gives him the faculty of making many friends in all walks of life. This vibration adds an intellectual view of life and makes him ambitious, enterprising and an excellent executive.

Mercury in Leo adds positive assurance, organizing ability, a definite preference for concentration on some branch of amusement—since Leo rules the theater and amusements in general.

Other aspects in his natal constellation add a strong, determined personality, not easily affected by the opinions or protests of others. His success and rise in life would be due to his own efforts and meritorious qualities.

Concerning the immediate future:—The next six months promise to be extremely hectic for Mr. Mackin. It will be well for him to "watch his step." The planets "impel" and it depends upon the individual to "help things happen" or to avoid them. His horoscope—erected for his day, month and year, tells the story.

COIN
MACHINE
REVIEW

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FOR
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Robinson Advises Co-Operation With Press

LOS ANGELES—A little time, courtesy and explanation on the part of a coin machine operator may avert a press attack on his industry, according to "Curley" Robinson, managing director of the Associated Operators of Los Angeles County, Inc.

"Diplomacy and tact are required just as much in the coin machine industry as in the embassies of the world" explains Robinson. "It is simply mis-understanding that is at the base of newspaper attacks on the industry." He cites a recent instance in which he figured in a tete-a-tete conference with a columnist who had launched a campaign against marble games in one column. Robinson paid the editor a friendly call in which he endeavored to present the side of the coin machine operator and to point out where some of the information used in the printed condemnation was erroneous. There was one column item after that, in a tolerant vein, and it ended the series which might easily have become a concentrated, detrimental campaign against the industry.

Robinson advises operators: "When you see a newspaper barrage against the industry starting in your community, remember that there are two sides to every story and the writers have heard only one.

"Find out what time the editor of the paper is least likely to be busy, early in the day if it is a morning paper, late if it is an afternoon paper, and set aside that time to call on him.

"Don't present your case in the nature of a complaint. Make it purely testimony in your own behalf. Present your facts, not in a battling mood, but purely in an instructive manner. Make that editor . . . who might have been your foe . . . be a friend who understands your business." ♦

Fidler Lauds Coin Movie Shorts

HOLLYWOOD—There's a gigantic movie revolution going on in this town of motion pictures that's creating as tremendous a sensation, if more quietly, as the first talkies and Jimmie Fidler, famous screenland columnist, has brought it into the limelight of recognition.

In a Sunday column in the *Los Angeles Times* recently, Fidler, himself a movie short artist, declared, "I've just previewed twenty-four coin box 'soundies' all at one sitting, all produced by composer Sam Coslow, and I'm convinced that big movie moguls instead of regarding them with contempt should give them special attention."

Hollywood producers quaked in their shoes at Vitaphone, they scoffed at radio, now it's the soundies that bear the brunt of their scorn and Fidler pointed it out with the explanation, "Hollywood antagonism to soundies has been based, like its one-time disapproval of radio, on fear. That is ridiculous. If soundies are good entertainment—and the twenty-four I previewed were—they'll build interest in fresh personalities and create public desire to see full-length movies, which in turn will fatten box-office receipts."

Speaking of new personalities, Fidler presented some seemingly small statements which will probably blow up to balloon size before long.

Said Jimmie: "They parade dozens of youngsters who have been denied oppor-

tunities by the studios and they're GOOD. I spotted six or eight who looked like better prospects than 75 per cent of the widely publicized new discoveries now getting build-ups at the major film plants.

"It seems to me that soundies as well produced as those I saw can be of invaluable service to the motion picture industry if only the producers will use common sense. Here is the perfect medium for the discovery and development of new talent. Here are 'tests' which not only give performers adequate opportunity to display their wares, but offer a definite check on public reaction to each personality.

. . . "If, in addition to fattening box-office receipts, the soundies feed the studios a constant supply of needed new faces, sensible producers will soon quit damning them and start singing hosannas" prophesized Fidler, adding, "So will the public." ♦

Christmas In July!

MONTROSE, Calif. — Santa Claus swooped down on Montrose in an unexpected visit this month, leaving wide-eyed, thrilled young soft ball players and their kid brothers and sisters singing praises of a certain coin machine executive.

Minus a beard, Curley Robinson, manager of the AOLAC, was the Crescenta Valley gift giver.

Through his friend, Capt. Dan Heine of the Sheriff's Montrose Substation, the prominent business man of the coin machine industry sent a package of gifts to the youngsters which included one dozen new bats, six new indoor balls, one dozen assorted gloves and a catcher's mitt, all first line Wilson athletic equipment, and playing equipment for the smaller children.

Robinson, whose hobby is an interest in young people, some time ago donated \$25.00 to the local children's clinic. ♦

Moore Plans New Location

SAN FRANCISCO—The first coin machine man on Golden Gate Avenue, Jack R. Moore, a pioneer on the street which later became famous as Coin Machine Row, once again takes the first steps into a section of town which, because of changing times, promises to be the key location for coin machine offices.

The new building, to be occupied July 15th, is at 348 Sixth Street, at the end of the San Francisco-Oakland Bay Bridge. It was chosen because it makes possible a more efficient distribution and is believed to be more convenient for California operators. ♦

Vicar: "I never have christened a child so well behaved as yours."

Mother: "Well, you see, sir, for the past week I have been getting him used to it with my flower sprinkler."

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FOR
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NO "COVERING UP" ON PRICES AT LAYMON'S

Our Figures Are
Out in the Open!
DISCOUNTS FOR
CASH ON ALL NEW
FREE-PLAY GAMES

NEW Stoner's WOW	\$79.50
NEW Baker's ENTRY	79.50
NEW Bally SILVER SKATES.....	79.50
NEW Baker's TARGET SKILL....	79.50
NEW Chi. Coin MAJORS, 1941	79.50
NEW Bally SPEED BALL.....	108.50

(All Subject to Prior Sale)

Other Bargains too plentiful to list

IT WILL PAY YOU

To Write — Wire — Phone for
Our Mailing List

Our Reconditioned Used Games Are TOPS!

COMPLETE LINE OF ARCADE EQUIPMENT

PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines

1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

M O V I E S

Great Future For Coin Movies Sure

LOS ANGELES—The next three to six months will establish coin movies as the entertainment giant of America, according to Don Heyer, president of Metermovies, Inc.

Heyer, Robert De Leon, sales manager of Metermovies; and C. "Charlie" Walters, well-known Los Angeles distributor and head of Metermovies' California representative, C. Walters and Associates, gave exclusive interviews to THE REVIEW, predicting success for operators getting in on the ground floor of this rapidly growing industry.

The National Defense Program, said Heyer, has introduced a new era of prosperity and a demand for new, dynamic entertainment. "There is a new trend and new purchasing power in the country. Defense centers and greatly increased employment have had great effect. The situation is ideal for operators of Metermovies and the expansion of this industry could not have been better timed."

Metermovies' president told THE REVIEW, "We have accurately predicted every development in this industry since its inception. This industry has mushroomed into large-scale operation in a fantastically short time and those with the foresight to take advantage of it are now firmly established on the ground floor with the biggest opportunity in a decade. The coin machine world has been created by men of vision and every new triumph and fresh development has been made by such men. Metermovies represents another triumph and opportunity for far-seeing operators. Fortunes in the coin machine business have been made by those who move ahead of the crowd. The Metermovie machine and film distribution set-up has been based upon a sympathetic and thorough understanding of operators' conditions and problems and we always give full and absolute cooperation. As an example, C. Walters and Associates have created the kind of a deal that the operator dreams about but seldom has the opportunity to actually grasp."

De Leon, commenting upon the mounting popularity of Metermovies, stated, "Metermovies is a 'natural' for any operator. It is introducing an entirely new era (See GREAT FUTURE, page 32)



Six production stills from Program Reel No. 3 now being offered coin-operated movie operators. The Reel consists of eight separate and distinct subjects contributed by Featurettes and Techniprocess. Girls, youth, beauty, fascinating sets and perfect sound are paramount features of the three Program Reels released to date.

METERMOVIES—YEARS AHEAD TODAY!

FEATURING "CAPACITY FOR THE FUTURE"



Yes, that's what we mean! Tomorrow's capacity in today's machine! For METERMOVIES is the ONLY machine capable of actually handling—not 6 or 8—but TWENTY-FOUR FILM SUBJECTS! Of course you don't need 24 subjects today—but you will tomorrow! Build for permanent profits! Beat your competition to the punch, and get on board today with METERMOVIES—the machine that is years ahead!



IMMEDIATE
DELIVERIES

METERMOVIES, INC.

8851 BEVERLY BLVD.
HOLLYWOOD, CALIF.

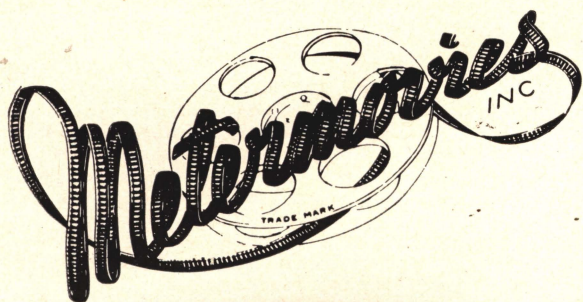
GUARANTEED
PERFORMANCE

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FOR
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THERE'S MONEY IN *Sight!*



If you are a coin machine operator... If you are interested in getting in on the ground floor of America's biggest money-making entertainment sensation... then... this message is meant for YOU:

Metermovies bring movies... Yes, actual sound motion pictures... In a beautiful, self-contained cabinet.

Metermovies have taken the tremendous appeal of the gigantic motion-picture industry and have made it available to every enterprising, alert coin machine operator.

Metermovies give the location owner a beautiful instrument that enhances its surroundings... entertainment that could not be duplicated for thousands of dollars, PLUS... UNLIMITED PROFITS.

Metermovies are engineered for simplicity and reliability... They are completely automatic and require no technical operating knowledge.

Metermovies many exclusive features: THE "METERING-MAGAZINE"... Larger screen... air conditioning... high-fidelity reproduction... trouble-free film operation... unequalled performance... and... tremendous earning power have all combined to make METERMOVIES the UNCHALLENGED LEADER.

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METERMOVIES TREMENDOUS FILM CAPACITY

(over 2600 feet)

EASILY HANDLES **24** three minute subjects

IF YOU ARE ALIVE TO NEW OPPORTUNITIES... If you want to get set for America's new era of prosperity, don't delay... GET "IN" FIRST WITH METERMOVIES NOW!

C. WALTERS and ASSOCIATES

Exclusive Distributors for California, Arizona, Nevada

2201 BEVERLY BLVD.

FEDERAL 1474

LOS ANGELES, CALIF.

IMMEDIATE DELIVERIES!

SOLD WITH NO TERRITORY RESTRICTIONS - - YOU MAY OWN YOUR FILMS OR RENT THEM

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Great Future
(Continued from page 30)

that will be good for years to come. It gives an operator more for his money and assurance of location satisfaction because Metermovies enables him to run double the amount of film subjects normally used in ordinary continuous film machines. Greater variety naturally means greater earnings. The records of Metermovie operators prove emphatically that earnings go up in direct ratio with the capacity of the machine."

Walters told THE REVIEW, "A veteran Los Angeles operator, to whom I have sold several machines, said 'Metermovies has what it takes. In the first 10 days with my first Metermovie I collected a bag full of dimes that nearly knocked my eyes out—and the machine was in competition to a good girl orchestra and a phonograph. Another Metermovie machine, installed at the insistence of the location owner, has taken in over \$30.00 in three days, in competition to my own phonograph.'"

Continuing to recount success stories, Walters related the story of another operator: "Metermovies has put a punch in the operating business that makes past innovations look small. It isn't a question of getting locations. The point is to get machines fast enough to satisfy location owners who are on my neck for Metermovies."

We know an author who tried to write a book on girl's clothing.—But there wasn't enough material.

Reviews

OF PICTURE PRODUCT

PROGRAM REEL NO. 3

(Distributed by Associated Producers Distributing, Inc.)

1. BOOTS AND SADDLES, by Techniprocess.

Rudy Vallee and the Musketeers don cowboy garb to present this well-known favorite. Rudy does his best to sell the number but succeeds only in coming through with an average programmer. Sound is good but splicing poorly done on this previewing.

2. SAMOA, by Techniprocess.

Again the Shadrach Boys from Rudy Vallee's Pirates Den in Hollywood give an exciting account of themselves in their clowning rendition of "I'd Like to See Some Moa of Samoa." Very well done, sound is perfect, and solo work of one of the boys in a hula skirt is nothing short of being a panic.

3. BLUE TAHITIAN WATERS by Featurettes.

Here is a production number featuring Louella Jordan on the vocal, The Theodores, a dancing duo, and the Featurettes Dancing Chorus. Benito Moreno's Band backs up and does well with the original music by Louis Herscher and Roy Newell. Interesting and very nicely done. Should please.

4. WHEN A GYPSY by Featurettes.

Opening in a woodland setting violinist Muriel Lang delivers some plaintive notes

while Katherine Capuana doing a gypsy dance sets the peak for entertainment value in this short. Stanley Morris does well as the Gypsy Chief. Lou Halmly Ork accompanies. A good program number that will fit in nicely in any spot.

5. CONCERTINA MAN by Featurettes

Sock number featuring the dancing of Shirley Adams and Roy Lester, the orchestra work of Marvin Hatley's combo, and the Concertina clowning of Warren Jackson. Scene is laid in public park with usual love-making on the park bench, interfering policeman, etc. Cast is young and vivacious. Excellent short.

6. A SHOW OF OUR OWN by Featurettes.

Opening with an improvised casting office on the porch of a summer camp and moving through to a line number featuring the Featurettes Chorus, this short is only mildly interesting. Gene Dorian and Doreer Willson do the vocals in passable fashion. Chorus work is good and accounts for whatever merit this short possesses.

7. GEORGIE PORGIE by Featurettes.

Destined to "click" everywhere. Georgie is the lad the gals all yen for and during the three minutes of this number four different lasses do their best to take over Georgie. Sex stuff is well handled and flashes of nudity and semi-nudity will cause the customers to wipe the dust from their eyes. Dancing of Patti Lacey and Ray Hirsch is very good. Lou Halmly band bangs out the background.

8. NOTHING BUT ROMANCE by Featurettes.

An appropriate number to close this program reel. Vyola Vonn and Dick Dennis featured on this original by Louis Herscher and Roy Newell. Love scene flashbacks

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(16 MM) NOW! OWN YOUR OWN FILMS! (16 MM)

All of the following subjects are ready for delivery. Films will be shipped same day order is received. Terms: cash, money order or Cashier's Check with order. No charge for processing. Specify regular print or reversed if to be used on Mills Panaram. All subjects have been carefully reviewed by our own staff and have our unqualified stamp of approval.

PROGRAMS AT \$65.00 each. (Sold Only in Complete Programs)

UNION
LABELLED

RAVE
NOTICES

Program 1

Playmates
Flamenco
Shadrach
Love Song of Renaldo
Lydia with Rudy Vallee
Bank of Love
When You're Near Me
Tropic Swingeroo

Program 2

The Man That Comes
Around
Thrill From Brazil
Their Nightmare
Jungle Rhythm
Say Si Si
Bundle of Love
Papaya
Boy Meets Girl

Program 3

In a Show of Our Own
Shadrach Boys in Samoa
Blue Tahitian Waters
Concertina Man
Georgie, Porgie
When a Gypsy Plays
Nothing But Romance
Boots and Saddles
with Rudy Vallee

RCA
SOUND

RAVE
REVIEWS

FOLLOWING SINGLE SUBJECTS AT \$5.00 EACH (Sold Individually)

(PARTIAL LIST)

Pink Tease (Betty Rowland) (hot)
Midnight Silhouettes (Betty Rowland)
Little Guy Half Pint
Three Little Rooms
Man On the Flying Trap-eze
Echo from the Hills
All of Me
Honeysuckle Rose

They Tell Me Hawaii Is Heaven
Blueberry Hill
You Think of Everything
Quiereme Mucho
William Tell Overture
Only Forever
Cliff Edwards
Lo-Lo-Lita (hot)
African Frenzy (hotter)
Hong-Konga (hot)

Hula-Lula (hot)
It's All in Fun
Hot Pepper
Phil Lopez Orchestra
Maria Donata
Maria Donata Felecia
Maria Donata
Chilapanecas
Charlie Murray
Temperance Lecture
Over the Rainbow

Annabelle Lee
Dark Eyes and Time On My Hands
South of the Border
If I Didn't Care
Hollywood Night Life
Stay in My Heart, Cinderella
Little Brown Jug
Hawaiian Skies
Sailors and Sirens

Broadway Dance Parade
Mardi Gras (hot)
Hula Louisa
Siamese Swing
5 AT \$6.00 EACH
It's the Same the Whole World Over
Princess Luana
Magic Bottle
Augie Goupil
Sailboat of Dreams

METERMOVIES LEADERS . . . 25c EACH

Distributed by

C. WALTERS and ASSOCIATES

2201 Beverly Blvd.

Federal 1474

Los Angeles, Calif.

REFERENCES: Security-1st Nat'l Bank, 6th and Alvarado Branch; Coin Machine Review

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

while girl sings are amusing. Average entertainment capable of holding its own.

Brief Summary: Standard popular numbers, new and interesting original compositions, youth and exquisite pulchritude combine to make this a good buy for the coin-operated movie operator. Sound is good, photography is above-the-average, and the variety of numbers make it a neatly balanced program. *Paul Blackford.*

Government to Tax Coin Machines

WASHINGTON, D. C. — The House Ways and Means Committee has placed before the House the tentative draft of the new \$3,500,000,000 defense revenue bill—largest in United States history.

Included in the proposed bill is a \$25 annual use tax on coin-operated machines which pay cash or tokens redeemable in cash or merchandise and a \$5 annual levy on coin-operated machines which are for amusement only and do not vend merchandise.

Penny vendors and all types of machines actually vending merchandise are not to be taxed.

The Committee believes such a tax program will bring in approximately \$4,000,000 per year. ♦

Barry Named Movie Head

CHICAGO — John F. Barry, former Paramount Pictures executive, has been named president of Minoco Productions, Inc., and director of the motion picture division of the Mills Novelty Co. Barry left New York for Hollywood the first week in July.

Dennis W. Donohue, vice-president and general manager of Minoco Productions, Inc., producers of short subjects for use in Panoram, announced at a meeting of the board of directors that Barry had been elected president to succeed Ralph Mills.

Fred Mills, president of Mills Novelty Co., made public plans to have Barry direct his company's motion picture division, devoted to standard and sub-standard motion picture production, distribution and exhibition.

Minoco Productions will continue to produce in New York, Hollywood and Chicago but will not be limited to short subjects for the coin-operated machines.

Jack Barry was with Paramount as home office executive for 16 years. He was associated with Joseph P. Kennedy, former Ambassador to Britain, when, in 1932, he organized a sub-standard film production and distribution company with 26 prominent national franchise holders to bring sub-standard films to theatre-less towns, schools and shut-in institutions.

Commenting upon the new Mills and Minoco official, Fred Mills declared, "All of us are very gratified at Jack Barry's decision to accept the presidency of Minoco Productions, Inc., and bring his experience and ability to this new development. We chose him from about two dozen motion picture executives, because his unique experience, executive ability and integrity made a combination that could not be beaten."

Barry will announce future plans for the organization he is heading early next month. ♦

Walters Sees Big Movie Future

LOS ANGELES—"In my opinion Coin-Operated Movies are the biggest opportunity ever offered coin machine operators and more fortunes will be made in the future through operating this type of equipment than any other," declared C. Walters of C. Walters and Associates, distributors for Metermovies.

"We know whereof we speak when it comes to movie operating for we were the first to explore this new field. We made some of the first pictures and even though the machines were at first not completely accepted by operators, they are now getting a warm welcome after having proven themselves.

"We have just recently sold such promulgents as Les Lorden, Johnny Aytes and Joe Lain and all three are happy and satisfied with returns from their machines and have placed substantial orders for more units.

"With 20 per cent the maximum commission to locations this is an opportunity for the operator to get his just share for the first time. Films by the hundreds are now available and a low down-payment purchasing plan we have evolved makes it possible for every established operator to get into this lucrative business without a heavy investment."

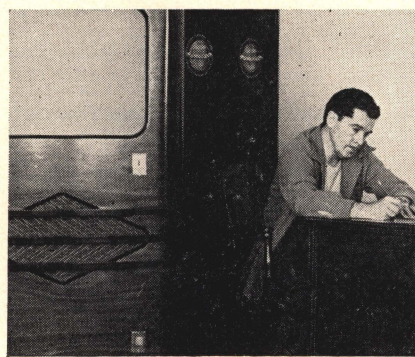
C. Walters and Associates are Metermovies distributors in Arizona and Nevada in addition to their California representation. ♦

Talent Variety in New Mills Reels

CHICAGO—The romantic, old South . . . the horsey, blue-skied West . . . Europe's Eiffel Tower and Tower of London . . . or a gay, quaint tavern! The boys and girls can have 'em all! A pretty girl . . . an appealing tenor . . . and the smartest thing in a dance routine . . . the perfect triangle of entertainment . . . they're waiting for Jane and Johnny Public! They're all presented in the latest Soundie reels of the Mills Novelty Company.

The pretty girls in one reel start off in "G'Bye Now", featuring the Singing Powers Models trio and continue with Marlyn Stuart singing "Number Ten Lullaby Lane", during a summer shower and rainbow scene.

Morton Downey, internationally famous, leads the tenors, singing "It's The Same, Old Shillelagh" with an accompaniment of a lively, Irish jig by the Dan Carthy specialty dancers. Michael Loring, radio tenor, sings "Please Take a Letter, Miss Brown", to Helen Walker.



Les Lorden "puts it there" for a large order of Metermovie units to be delivered immediately by C. Walters & Associates.



Louis Herscher, musical director for Featettes, and Clarence Bricker, production director, confer on the music for a new short, "Dancing In a Harem" as production goes rapidly along on more and more shorts for coin-operated movie machines.

The old South is "Georgia On My Mind", sung by Carolyn Marsh, night club and screen vocalist. Carson Robison and his Buckaroos bring a Western tang with "Take Me Back To My Boots and Saddle." The old-fashioned tavern comes to life in Sylvia Froos' feature, "Friendly Tavern Polka."

Danilo and Jean's dance specialty is a high-light in "Two Hearts That Pass in The Night", with Bob Hannon, radio favorite, singing against a Caribbean background.

Shots of Eiffel Tower and the Tower of London are shown in "The Tale of Two Cities", sung by Wini Shaw in another reel. Humor comes into its own with the Radio Rogues, impersonators of Peter Lorre, Rudy Vallee and Ned Sparks in "I Understand."

Other soundie numbers presented by Mills Novelty Company are: "Walking On Air", Beverly Roberts, singer; "I Wonder Who's Kissing Her Now", Benny Fields, minstrel man; "I Cried For You", Patricia Ellis, motion picture player; "The Flea", featuring Eva Ortega; "Huckleberry Duck", the Martins, vocalists; "Oh, Johnny!", Fifi Dorsey; "I Don't Stand a Ghost of a Chance With You", David Rose's well-known orchestra, movie actress Mary Healy and George Ford; "There's a Hole in the Old Oaken Bucket", hillbilly style with Florence Gill, Redd Karper and the Sells.

"One Look At You", Del Casino; "We Go Together", Virginia Rees, Steven Wayne and Marcia Griffin; "Ferry Boat Serenade", Wini Shaw; "I Hear a Rhapsody", Maxine Conrad, vocalist; "The Singing Hills", Western setting, the Arthur Johnston Singers, and "I Hear Music", starring Grace McDonald and Wesley Adams. ♦

Penny Game Proves Popular

CHICAGO—Operators' demands for a low priced penny cigarette award machine, met by Roll-A-Cent, are keeping the Koplo Sales and Supply Co. on a rush basis, according to Al Koplo, company head.

"No wonder we have to rush," explains Al, "Roll-A-Cent doesn't have any mechanism to get out of order and it features a separate compartment for pennies. Incidentally, Seven Grand hasn't lost any of its popularity as a counter game. Operators like the idea of being able to change the machine from cash award to cigarette payout simply by changing spot dice to cigarette dice and award cards." ♦

COIN
MACHINE
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SUBSTITUTIONS

Examples of Changes Which Have Reached, or
Now Approach, the Quantity Production Stage

DESCRIPTION OF ARTICLE	FORMER MATERIAL	SUBSTITUTE MATERIAL	COST AFTER CHANGE
REFRIGERATOR			
Ice Cube Trays	Aluminum	Tinned Copper; Steel	Higher
Door Handles	Die Cast Zinc	Injection Plastic	Same
Interior Fronts	Aluminum Stamping	Steel, Cadmium Plate	Same
Trim on Humidifier	Aluminum	Plastic	Lower
Thermo Housing	Aluminum	Stainless Steel; Plastic	Lower
Evaporator	Stainless Steel	Tinned Copper; Enamel on Steel	Higher
Hydrator	Enameled Steel	Pliofilm Zipper Envelope	
RANGES AND HEATERS			
Gas Burner Head	Aluminum Die Cast	Cast Iron	Lower
Vent Grill	Aluminum Cast	Steel Stamping	Lower
Kerosene Tank	Zinc	Glass	
Range and Heater Trim	Chromium or Nickel Steel	Plastic	
Kerosene Range Kindler	Asbestos	Woven Glass Fabric	
OTHER HOUSEHOLD EQUIPMENT			
Cooking Utensils	Aluminum	Enamel on Steel	Higher
Kitchen Cabinets	Steel	Wood	
Dinette Table Tops	Steel	Laminated Wood	
Cutlery	Nickel Silver	Discontinued	
Fly Screens	Bronze	Plastic	
Washing Machine Agitator	Aluminum	Bakelite	Lower
Washing Machine Clutch Handle	Die Cast Zinc	Bakelite	
Vacuum Cleaner Dome	Die Cast Aluminum	Injection Plastic	Lower
SMALL TOOLS			
Lathe Face Plates	Aluminum	Cast Iron	Higher
Electric Tools—Handles	Aluminum	Plastic	Lower
Saw Guard	Die Cast Zinc	Plastic	
FARM EQUIPMENT			
Wire and Fence	Galvanized Steel	Corronized Steel	
CONSTRUCTION			
Rigid Electrical Conduit	Galvanized Steel	Black-Enamel on Steel	
AUTOMOBILE BODY PARTS	Steel	Soy Bean Fiber Laminated Plastic	
SPORTS			
Boat Whistle	Chrome Plate Brass	Plastic	Lower
Skeet Trap	Aluminum Cast	Cast Iron	Lower
Ski Pole Rings	Aluminum Rod	Plastic	Same
Camera Case	Aluminum Cast	Plastic	Lower
Film Spool	Aluminum	Plastic	Lower
Thermos Bottle Top	Aluminum	Plastic	Same
Bicycle Frame	Steel	Laminated Plastic Plywood	

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Death Flips a Coin

by
Parker Dunn
An "Out-of-the-Industry" Feature

It takes a lot of nerve to flip a coin when you know that heads spell life and tails mean death. Yet that is exactly what two of Arizona's lesser known, but very colorful outlaws did in the not so very far distant past when Cochise County was the "Hell-roaringest spot in the whole Southwest."

You'll find the record of it in the files of the Arizona Historical Society; the yellowing, musty pages of the Tombstone Epitaph mentions it, as do the papers of Tucson. Even a few, very few, Old Timers remember when the Booth brothers drifted into Tombstone to "cool off" after playing an important part in the Tonto Basin Cattleman's War.

So active had their participation been in the now historical "war" that twelve in-

dictments were out for them.

Tombstone then being in the heyday of its roaring Helldorado period, it seemed a good place for the Booths to recuperate. There were plenty of their own kind to keep them company.

History is so meager that it fails to record the individual names of the Booths, such accounts as there are simply referring to them as "the Booth Brothers" and so they must of necessity go down in history.

No record exists of their committing any crimes in and around Tombstone, itself enough of a novelty to earn them some sort of recognition. Apparently they were just laying low but Fate in the person of the Sheriff from Globe, Arizona, took a hand.

That doughty representative of what law and order existed in those days arrived with warrants for their arrest. Not expecting any such move the Booths were imbibing some of Tombstone's justly cele-

brated Red Eye, and they were easily located and taken into custody.

Here then developed one of the strangest cases in Arizona jurisprudence. The Booth brothers had always worked together. All indictments were for both of them. No specific crime was charged against either without including the other.

Sitting in their cell in Globe they discussed the case. There was a chance for one to live but the other must die. If both stood trial both would undoubtedly be convicted, but if one were to plead not guilty and testify against the other, that one would hang. The one pleading guilty as charged and exonerating the other, would pay the penalty and the other go free.

The idea appealed to them but the problem was how to determine which one was to take the rap. Natural born gamblers, the answer was obvious. They would flip a coin.

A silver dollar spun into the air, fell on the hard-packed adobe floor. The loser went to trial and pleaded guilty to all the murders with which they were jointly charged and the winner, according to the agreement, corroborated the story of the loser who was duly hanged.

Inasmuch as the loser had testified that the winner had had nothing to do with the crimes, and there was no other witness, the winner went free and the story has it that he reformed and became a law-abiding citizen. ♦

◀ Spot Pool Called Great Success

CHICAGO—Gaining the instant approval and endorsement of distributors and operators everywhere, Gottlieb's new hit game, Spot Pool, is on the crest of a tremendous wave of popularity, say officials of D. Gottlieb & Co.

"Distributors have made great predictions for this sensational new game, and they are already coming true," said Dave Gottlieb, company president. "Spot Pool is the best named game, as well as the quickest to catch on that I've seen in a good long time. The name explains the play. The backboard simulation of pool, with the bright green covered table, the colorful pool balls, wall rack and other features couldn't depict the "atmosphere" more accurately. At the commencement of the play, the backboard beautifully duplicates the "break" of the racked up balls, in lively, colorful animation. First the balls scatter, then after considerable gyrating around a number of them remain on the table in a mystery selection for the player. As this selection constantly varies, it adds greatly to the zest of the game. When balls are "made," they automatically remove from the table and arrange themselves in the rack as the player's points. The special new "Spot-em" feature spots player these lighted numbered balls that are in the rack when he hits the "break bumper" when lit red. Other features have been incorporated, all of which make Spot Pool a terrific hit for interest, suspense and player satisfaction.

"Two facts in particular account for the instant acceptance and location success of this game," Dave explained further. "First, the intriguing interest of the game for the player and second the fact that it provides an exciting version of a sport played by so many millions of fans. Many big-time men in the industry already call Spot Pool the most sensational winner in years, and the game is already bearing out their expectations." ♦

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The DuGrenier
CANDY MAN

is the best little salesman in the world and starts by selling itself to the location owner on sight. From then on it sells candy to the public with rapid fire success. Attractive, convenient to operate, easy to service, no wonder the CANDY MAN and PROFITS go together. CANDY MAN, the operator's solution for candy vending problems, is stocked in San Francisco and Los Angeles for immediate delivery in the West.

The Adams
GUM VENDOR

is DuGrenier's particular pride, the leader in the one-cent gum vending field! Reason One: An excellent reputation, for DU GRENIER is noted from coast to coast for the very finest vending machines! Two: Exclusive vending rights on famous ADAMS GUM!! Three: Popularity with the public through a nationally advertised product! A gold mine from copper pennies, this ADAMS GUM VENDOR, as well as complete assortments of many flavors of ADAMS GUM are stocked in Los Angeles and San Francisco for immediate service to Western operators.

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This famous "P. S.", available to all Du Grenier and Adams Gum Vendor operators, continues for the lifetime of the machine. Completely equipped service departments and true, Western courtesy are featured at both of our offices. We extend an all-time invitation to you to use them!

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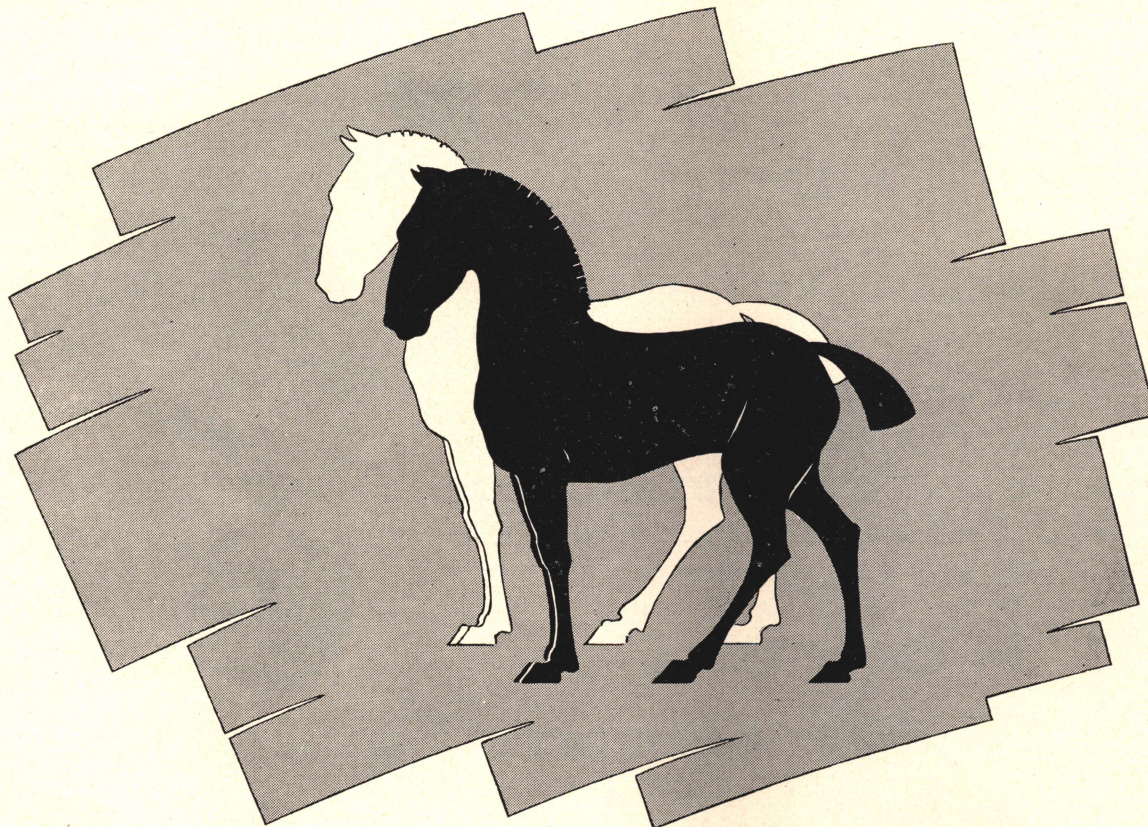


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GOOD SERVICE?



COIN
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That's a Horse of a Different Color

SERVICE? Sure they all CLAIM to render it.

But GOOD SERVICE? Ah . . . that's a horse of a different color.

Pretty tough to find — but, once found — well worth remembering.

Maybe that's why our customers remain OUR customers year after year.

GOOD SERVICE always on tap and ALWAYS at reasonable prices.

The next time you need it, call our nearest office.

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MUSIC

GROUP CO-OPERATION MEANS SUCCESS

By Robert Spencer

Sec.-Mgr., Automatic Music Merchants
Ass'n, San Francisco

At the closing of the Legislature at Sacramento in June of this year, the phonograph operators of California were saved a confiscatory license, which, if enacted, would have put a majority of operators out of business.

It was only through the co-operation of Association groups who would indirectly have been affected by this legislation that the proposed bills were defeated. The Associations that rallied to the support of the Phonograph Operators were "The Restaurant Association of California," "The Tavern Owners Association of San Francisco," "The Federated Institute," "The Southern California Tavern Owners Association," and the "International Brotherhood of Electrical Workers, Local No. 202, of San Francisco," and in each case the legislation, if enacted, would have done immeasurable harm.

This goes to show what can be accomplished if the proper Associations are brought together, wherever legislation will indirectly affect their members. The unity of a group of Associations, working toward a common goal, can often bring the necessary vital figures to show a Legislative Committee, that will prove the proposed legislation to be prohibitive.

In San Francisco at the present time, this Association has submitted to the Court our answer to the license which has been imposed on the operators here, in which we stress the fact that we feel we are vending music. If this point is upheld, a license cannot be imposed on the operation of phonographs in the State of California. As usual, it is an Association that is fighting the battle for all.

The Association endeavors at all times to protect the operator's investment, and with the increasing costs that will follow in the coming months, an operator's income will be seriously affected, if legislative groups continually try to exercise tax upon tax on them. The answer, of course, is for the Association to be Johnny-on-the-job at all times to prevent unjust encroachments.

Therefore, I again stress the point that for efficient, successful operation, every man in the business should join an Association which is working for him twenty-five hours of every day.

* * *

There was a fair maid from Decatur,
Who was known as a red-hot potatur.
To the jungles she went
On mission work bent,
Where a dozen fat savages atur!

DECCA
All-Star Records

Vaughn Monroe's sensational opening at New York's Paramount Theatre followed this conference with RCA Victor strategists held in the Statler Hotel, Boston. Monroe, popular RCA Victor recording artist, registering eager anticipation of the triumphs to come, sits on the left. Next in order are: Jack Dalton, RCA Victor's Boston rep.; Jack Williams, RCA Victor's Manager of Record Advertising and Sales Promotion; Joe Elliott, also from RCA Victor headquarters; Marilyn Duke, Vaughn Monroe's vocalist; and Dick Hooper, RCA Victor's Special Record Promotional rep.



AFM Recording Problem Unsolved

SEATTLE—A convention of the American Federation of Musicians here in June, highlighted by battling between the members on the recording problem, ended without a solution for the situation.

Suggestion by federation members to discontinue making all phonograph recordings until an understanding is reached with recording companies, distributors and music machine operators, met with violent challenge by Joseph Weber, president for 40 years preceding Petrillo.

"It can't be done," shouted Weber. "How long do you think we would last if we tried to monopolize recordings. Why, the government would step in quicker than you could write your name." Defending his stand, he declared, "I have one failing — I abide under the theory of reason."

The Law Committee urged the executive board to make every endeavor to bring about the desired results at the earliest possible moment.

Wireless Selector Makes Chi. Paper

LOS ANGELES—Taking a breathing spell from tales of London bombings . . . the Near East crisis . . . and the latest developments in anti-aircraft, the *Chicago Daily News* recently gave a pleased and surprised salute to the newest peace-time invention in the music machine industry . . . a portable selector!

According to an article on phonograph-designer N. A. Millar in the prominent Chicago paper, a history-making experiment has been carried out in a Michigan drive-in stand—the use of a wireless selector. While drivers sat in their cars eating hamburgers and drinking coffee, they dropped nickels in selectors attached to their cars and listened to their favorite tunes, projected over the entire parking space by concealed amplifiers.

The scientific explanation behind this story of coin machine music luxury is that the selector has no direct connection to the phonograph, but is just plugged in at a house electric outlet. The impulse travels through the light circuit to the music machine which at once bursts into sound with the chosen record.

Pioneer Opens New Company

LOS ANGELES—Albert E. Ezor and Martin V. Smith are co-partners in the new Pioneer Distributing Company, 4030 Beverly Boulevard. The firm, established by Pioneer Manufacturing Company, manufacturers of Custom Built Wire Music System, will do a general jobbing business.

Plans to represent several nationally known manufacturers of the coin machine field are being completed by the partners.

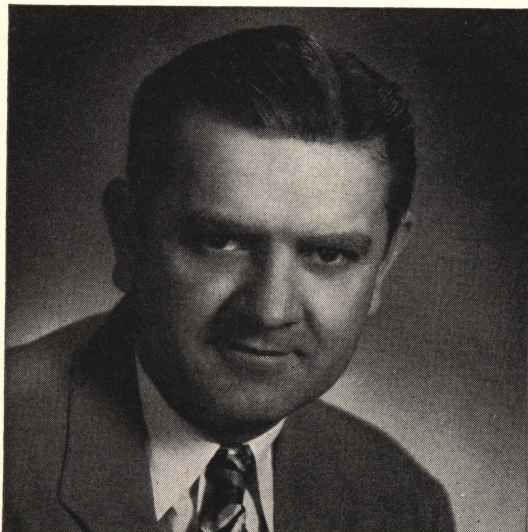
In addition to acting as Western distributors for prominent factories and selling their own Pioneer Music System products, Ezor and Smith will feature complete shop facilities for the convenience of local operators as well as a full stock of parts.

SHEET MUSIC BEST SELLERS

Intermezzo (Schubert)
My Sister and I (BMI)
Maria Elena (Southern)
The Things I Love (Campbell)
The Hut Sut Song (Schumann)
Amapola (E. B. Marks)
Do I Worry? (Melody Lane)
I'll Be With You In Apple Blossom Time
(Broadway)
No. 10 Lullaby Lane (BMI)
Dolores (Paramount)

SONGS MOST PLAYED ON THE AIR

Intermezzo (Schubert)
Amapola (E. B. Marks)
Do I Worry? (Melody Lane)
Maria Elena (Southern)
Things I Love (Campbell)
Hut Sut Song (Schumann)
My Sister and I (BMI)
Oh! Look At Me Now (Embassy)
Two Hearts That Pass In The Night
(E. B. Marks)
Walking By The River (BMI)



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Buckley's Corcoran Advocates Idea Exchange

CHICAGO—Bill Corcoran, West Coast District Sales Manager for Buckley Music System, visiting in Chicago, declared, after talking with Pat Buckley, president, "An exchange of ideas over a period of days always adds to the great confidence that I have in the music system business!"

The San Francisco visitor, who spent a week with friends and business associates here, explained, "It has been a pleasure to spend the past week in Chicago in company with Pat Buckley. In making this trip, I felt that I had a lot of ideas to bring Pat and I find that he was glad to get them, but, in exchange I found that he had a lot of ideas about which I knew nothing and which I was glad to receive. I can go back to the Pacific Coast now and know just what I can promise distributors, so that they, in turn, can lay out a constructive program to continue to spread out and get the Buckley Illuminated Music Systems into top locations on the Pacific Coast."

Corcoran, who arrived in Chicago after covering his territory from Canada to Mexico, said, "There is plenty of business for operators all along the line and, in turn, this means there is plenty of business for the manufacturers." ♦

To tune of "You're in the Army Now"
You should be in "The Movies" now.
The Dimes are rolling—and how!
You'll never get rich, unless you hitch
To METERMOVIES now!

◀ Drew Scores On Records

NEW YORK—Charley Drew scored a knockout as the star recorder for the new Party Record Co. here. The talented young man who, for several years, has entertained Broadway's night life and is now at the Hotel Taft, has made 16 recordings for

Party with the result that music machine operators all along the Eastern Seaboard have swamped them with orders.

The new company features smart, sophisticated party records. As a novelty, they present operators with small, paper record discs to be placed on display with music machines as give-aways. The paper discs tell a brief story about each record. ♦



Coincident with the personal appearance of Bob Crosby and his orchestra at the Riverside Theater, Milwaukee, Acme Novelty Company, Wurlitzer Distributors, put a "850" in the theater lobby. Above, in the order you expect them, is W. I. Merila of Acme, Bob Crosby, and Theater Manager Earl Tetting.

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Are You Stifling the Creative Minds in YOUR Organization?

A Department on PATENTS and INVENTIONS

By P. FRANK SONNEK

Attorney in Patent Causes

In my last article I pointed out the importance of taking out patents in the names of the actual inventors of improvements made in existing mechanisms, or of new apparatus, not only to safeguard the patent structure of the organization, but to encourage employees to interest themselves in new developments, to the profit of the employer.

As the old saying goes, "One never knows where the lightning may strike" and in my extensive experience as a practicing patent attorney, I have found that a most valuable improvement or invention may come from an entirely unexpected quarter in an organization. But, usually, there must be some incentive. Many organizations, in their desire to keep the credit for new contributions within a prescribed personnel group or department, fail to supply this incentive, in many instances, laying down rules that completely smother it, to their loss and often to the profit of a competitor who is wide awake and willing to give credit where it is due and recognize an invention by a cash or other reward, whether large or small, as long as it constitutes some form of material recognition.

Of course, generally speaking, an employer is entitled to a so-called shop-right to an invention made by an employee; that is, the employer may manufacture such invention without compensating the employee therefor, outside of such weekly or monthly wage or salary as may be due the employee for performing the service for which he may have been hired. There are no hard and fast rules as to the vested rights of either the employer or employee, each case wherein any controversy may arise as to the rights of either must be determined upon its own merits.

To eliminate possible controversies, most employers insist that all employees sign so-called employment-agreements, when entering their employ, which usually provide that any inventions the employees may make, during the term of their employment, shall become the property of the employer. Usually, the employee, especially if he is in the lower salary or wage brackets, wants the job and will sign the agreement, sometimes, it must be admitted, with his fingers crossed, in so far as the subject of inventions is concerned. He may be possessed of a creative mind and may see ways in which the product on which he is working may be improved. He may, accordingly, make suggestions as to these possible improvements to his immediate superior, a gang foreman, for instance, but the latter quickly stifles his enterprise because of his own lack of ingenuity. In other words, he doesn't want to be shown up by a fellow in his gang. Thus, initiative of that employee is killed, or, when he has another idea, he keeps his own counsel. The creative employee ultimately goes to a competing concern and, in due time, gives it the benefit of

his ideas. I have seen this happen time and again, in countless cases.

The employee had tried to live up to his agreement, but he was shown by some petty superior that his efforts were wasted and he did what, in his mind, was the next best thing. This stifling of initiative by those in petty authority, and by some of the higher-ups as well, is all too common and many organizations, through their failure to recognize the conditions, or their tendency to disregard the potential value of every mind at work in their outfits, are the losers in the long run. As I said before, give the employee an incentive, and you, Mr. Manufacturer, will profit. The porter or other employee in the lowest wage group may be struck with an idea that may mean literally thousands of dollars to you. But he must be given a chance to get his ideas into the hands of some one who will be an impartial judge of its merits and who puts the welfare of the organization, as a whole, above that of any individual member. After all, the prosperity of the organization, as a unit, redounds to the advantage of every employee, from the president down to the door-keeper.

There are various ways in which an organization may inspire its employees to keep on their toes and try to contribute to the advancement of the product. Sometimes, of course, the contribution may not amount to invention. It may be only a short-cut in production, by eliminating an operation, or by simplifying one, but even this may mean a real saving in manufacturing costs and add to the net profit at the end of the year. Where a worthwhile improvement is suggested, one that is eventually incorporated in the product, the employer, manifestly, benefits to a greater extent. In fact, I have known of cases where a machine hand or other shop man, has contributed an idea which has resulted in a vastly better product than was previously being put out and placed the organization ahead of its competitors with an article that gave the sales force a real selling argument, not just a plug on appearance or some other unimportant feature that was ornately decorated with verbal embroidery in the advertising department.

How is it done? That query has been put to me many times in my years of practice. Obviously, if one wants something that the other fellow has, he must be prepared to give something in return. Everything in this life is give and take. The employer who stands on his prerogative and insists that he shall get every invention made by an employee, because the latter receives a weekly wage for service at a lathe or drill press, will not get many inventions. The employee feels, and rightly, too, that he has earned his wages, in the hours spent at the machine. Of course, some employees may hope for promotion

and offer their suggestions accordingly, but as pointed out these are frequently squelched by their immediate superiors. At times, they do manage to get their ideas to the top man, and profit by it, but that is the exception, rather than the rule.

One plan, which I suggested to a client, that worked out most advantageously all around, was to provide a suggestion or idea box, in which any employee might deposit his suggestion written or sketched on a sheet of paper, signed by him. The contents of the box were available only to one of the chief executives, who had no axe to grind, other than to keep the organization going and to improve its position in the industry. In this way, every employee had a chance to get his ideas upstairs, and he knew it. Of course, many suggestions were on the impractical side, for one reason or another, but, on the other hand, in a year's time, several good ones, affecting shop operations, were made. As an incentive, the organization established a bonus arrangement for shop suggestions that were adopted and, where inventions were made, it paid a royalty proportionate to the value of the improvement to the product.

Some employers take the shortsighted attitude that it is costing them money to pay bonuses for shop suggestions, but that is not true in the majority of cases. If only an eighth of a cent is saved on an operation that is performed thousands of times in a year, that means an increase in the net profit on the product which will certainly justify a bonus of from five to twenty-five dollars. Say that an improvement suggested is adopted, the royalty paid to the employee suggesting it will be only an insignificant fraction of the additional profit that may accrue to the employer therefrom.

While what I have said may seem to some manufacturers to be unduly favorable to the employee, at first glance, if they will consider it from a cold-blooded dollar and sense business angle, they will see that by offering an incentive, beyond a mere wage agreement, to an employee, they will be creating a set-up in which every one in the organization, from the porter to the top of the ladder, will be doing his best to advance the product and the methods of making it. And, if no worthwhile suggestions as to production or as to improvements are offered, the employer is out nothing, yet the morale of the employees and their loyalty to the product and the organization are, unquestionably, increased. They feel that they are working for a real outfit and, as John Kendrick Bangs said, will "keep on keepin' on."

In a subsequent article I will go into other phases of the employer-employee relationship, affecting inventions and patents, which is a subject that is, or should be, of vital interest to every reader, whether an employer or employee. We must not forget that in this land of opportunity, the employee of today may be the employer of tomorrow.

Questions and Answers

Q: I applied for a patent six months ago. How long does it take to get a case through?

A: It depends entirely upon the speed with which the case is handled in the Patent Office and by your attorney. In some cases, it is several months after a case is

(See STIFLING, Page 42)

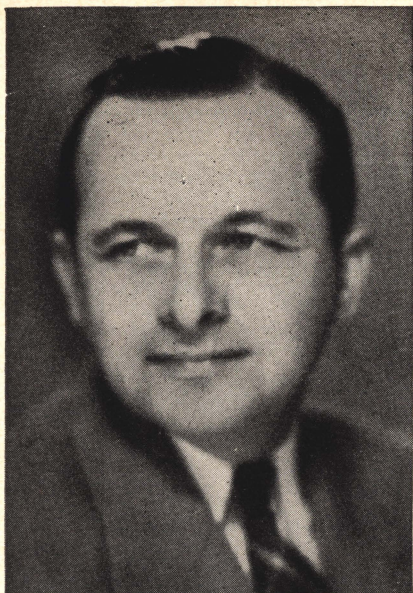
Guy Lombardo - - only on
DECCA

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W. E. SIMMONS
Western Regional Manager
Packard Manufacturing Corporation

Wherever You Are In the West, You're Near A Packard Distributor!

Strategically located throughout the 11 Western States are more than 20 Authorized Packard Distributors to care for your every music requirement with Capehart-engineered products.

This month we present a few of these outstanding members of the Industry who are devoting their time and ability to serving the operators of the West with Packard PLA-MOR Remote Control Selectors, Speakers, Adapters, etc.

Make the acquaintance of the Distributor nearest you. He is in business to help you make more money and his helpful advice and assistance is yours for merely the asking.

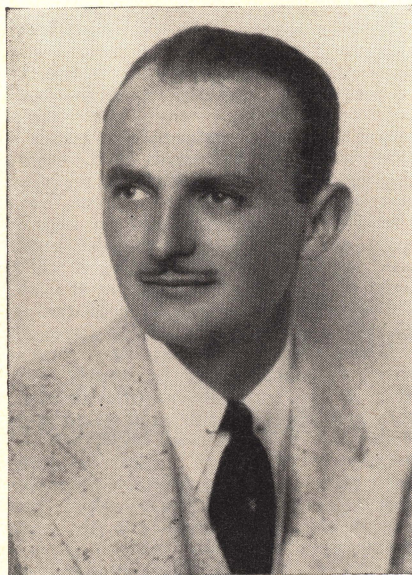
In subsequent issues we will present other members of our Distributorship family in our Western Territory.

W. E. SIMMONS.

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Portland, Oregon



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545 Second Street
San Francisco, California



A. H. BOUTERIOUS
Mills Sales Company
1640 18th Street
Oakland, California



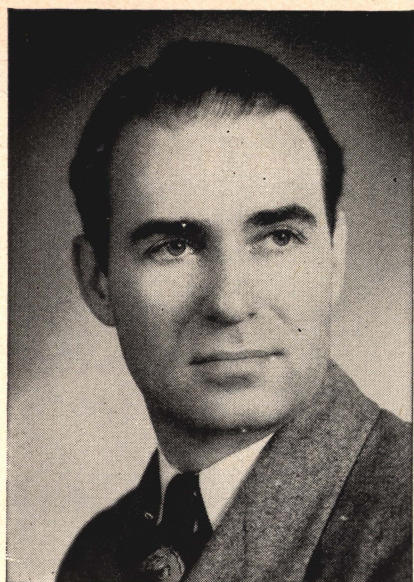
BEN BENNETT
Bennett's Music Company
516 W. Washington Street
Phoenix, Arizona



BEN B. GINSBERG
Ginsberg Music Company
205 North Main Street
Roswell, New Mexico



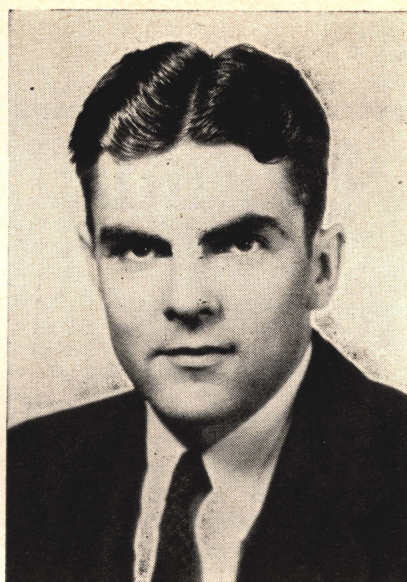
BRYAN E. EDWARDS
Douglas, Wyoming



H. R. SMITH
District Manager
Packard Manufacturing Corporation
Colorado Springs, Colorado



CLAYTON BALLARD
District Manager
Packard Manufacturing Corporation
Portland, Oregon

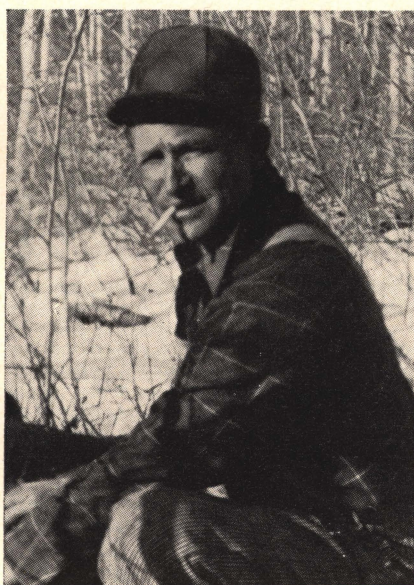


ED WISLER
District Manager
Packard Manufacturing Corporation
Arizona

**PACKARD
DISTRICT MANAGERS**



ED PERRY
Interstate Novelty Company
Spokane, Washington



D. B. STEWART
Stewart Novelty Company
Salt Lake City, Utah



FRANK NAVARRO
Mexico, D.F.



FRANK TODD
Southwestern Music Company
Carrizozo, New Mexico



WALTER J. BURKETT
Burkett Amusement Company
Denver, Colorado



W. H. SMITH
Smith's Automatic Phonograph Co.
Chehalis, Washington

COIN
MACHINE
REVIEW

41
FOR
JULY
1941

FOR SALE!

65 Units of Telephone Wired Music

Can be broken into units of 10, 15 or 24. Complete with studio equipment, record racks, location cabinets and wall boxes. Or may be had with adapters to install on mechanical phonographs.

Will sell for cash, on time or trade.

GUARANTEED!



50 Automatic Bottled Beverage Vendors

Will take any size bottle.
Capacity—6 cases.

Machines repainted and like new! 50% profit.

Ideal for operating in factories, army camps, etc.

GUARANTEED!

WILL BUY FOR CASH!

USED PHONOGRAPHS

All models of Seeburg,
Wurlitzer, Rock-Ola, and Mills
Phonographs.

**CHICKEN SAM'S
KEENEY MACHINE GUNS
CIGARETTE MACHINES
and
ANY LEGAL AMUSE-
MENT GAMES.**

Get in touch with us TODAY!

**PIONEER
DISTRIBUTING CO.**

4030 Beverly Blvd.,
Los Angeles, California
DR. 1326



L. C. Foisy of Prosser, Washington, made this nifty 19-box installation of Packard Pla-Mar units in Austin's Grill, Pasco, Washington. Behind the counter are the Austins with Packard's District Manager Clayton Ballard.

Stifling

(Continued from Page 39)

filed before the first action is received by the attorney and several actions, arguing the merits of the invention back and forth may be required, before the case is ready for patenting. Your attorney will keep you properly advised as to the progress of the case.

Q: I have just received a patent and in going over it, it seems that the invention is not correctly described so that I am doubtful as to its value.

A: Consult your attorney and explain your position in detail. It is possible that there may be grounds for applying for the reissuance of the patent to correct the situation.

Q: My patent application has been finally rejected, as the attorney puts it. What does that mean?

That means that the primary examiner in the Patent Office believes that you have not made any invention. However, this is not final. An appeal may be taken from this action. Consult with your attorney. He will advise you whether such procedure is warranted.

(If you have questions you wish answered, Mr. Sonnek will answer them without charge. Address him in care of this publication, enclosing a stamped, addressed envelope for your reply.)

Victor Issues Music Plug Cards

CAMDEN, N. J.—Americans can't resist a good tip, whether it's regarding a horse to bet on . . . a play to see . . . or a number to hear in a music machine. Plug Cards, the newest stunt of Victor and Bluebird Distributors of the RCA Victor Company, have proved that, state Victor officials.

Plug Cards, small enough to fit in a machine without getting in the way, tell a story, then suggest the reader play Number "So and So." People play the machine

because the idea that has been produced is: "It must be a good record, I want to hear it at least once." That means new business, according to RCA distributors, who also explain that the cards keep people at the machine a few minutes longer, stimulating discussion. They've appealed to operators because they are easy to insert and remove. Abe Lyman's "Feed Box Freddie", telling the tale of playing a coin phonograph, is believed to be a "natural" for plug card success by Victor.

One hundred and fifty thousand cards have already been distributed to operators throughout the country and Camden headquarters of Victor and Bluebird advise other operators that they may receive all quantities they need, free of charge, upon request.

Riddell Edits House Organ

PASADENA, Calif.—First in the field! That's the honor established by Harmony Hostess News, the first house organ in the world of wired music, published by Arch C. Riddell.

The latest thing in news of record releases and wired music employees goes to locations and prospects and features stories about the unseen Harmony Hostesses themselves. Their names are Gail Ayers, Charmaine Bliss, Lillian Brant and Beulah Kihn. Gail was recently in front page headlines of daily newspapers following an automobile accident. After six weeks of fighting for health, she is back talking to customers about request numbers.

The publication issues a standing invitation to location owners to visit the Harmony Hostess Studio and see how the system works.

"Give me a pound of dog meat and be careful what you give me. The last time I bought dog meat here it made my wife sick as a dog."

Jimmy Lunceford - - only on
DECCA

NEW YORK

NEW YORK—The Coin Machine Industry here has won over local judicial authorities, bringing a new spirit of co-operation between operators and city officials.

Agreeing that the greater majority of operators stick by the rules and that New York coinmen can be trusted with a responsibility to the public, New York authorities are no longer cracking down on locations. Since the **Amalgamated Association** has taken a hand in the matter, it has been clearly shown that it is only the independent in this territory who proves a troublesome factor.

Better police protection has brought down the percentage of burglaries with only three robberies listed in Manhattan for the week ending June 30th. Rewards offered to location owners for reporting offenders is also helping to minimize the thievery threat to machines. But, as a word of caution, it's a good idea to place all machines where they can be seen by location owners and others. The biggest vandalism plague right now is in connection with the mint and peanut vendors, two standbys that made fortunes a few years back. However, operators who turned policemen and caught offenders, making them examples and scaring others away, have assisted in lowering these violations.

There is a new trend in methods of making coin machine arcades pay. Just as surely as movie shorts replaced vaudeville, good taste in display and elimination of noisy barkers are believed necessary to bring arcades back in the picture in New York. Your reporter has spotted at least three new arcades, one in the heart of Yorkville uptown on 86th street. But, there are at least a dozen places which could be utilized, with a little push and the right kind of merchandising.

Coin machines are even popular in radio. When Lanny Ross, tenor, presented a "coin machine" program on his CBS broadcast one night, he started something. The idea was to have imaginary nickels placed in an imaginary coin machine for a favorite number—then Ross sang the number or, in informal fashion, decided to accompany an orchestration. The enormous amount of fan mail, praising the presentation, resulted in repeats and it is expected to be used off and on in the future. Ross is on for fifteen minutes, Mondays through Fridays, 7:15 to 7:30 P.M. on the Columbia system.

Statistical news features the item about Sterilock, Inc., Manhattan, which has just incorporated. It's capitalized at \$200,000. Stockholders and members of the firm are **Mack F. Goldman, Edward Weiss and Morris H. Beer.**

Organized for the arcade business, capitalized at \$10,000 is the George-Johnson Corporation. Members of the firm are **Robert Schwartz, Richard George and Cecelia Campbell.**

With a "look-in" on what's being done in the way of progress in the industry, we find **Mutoscope** coming out with a 16mm color motion picture entitled "Pennies On Parade", demonstrating how pennies can be made to move faster, eliminating the trial by error system. It will be loaned to all interested operators.

The **Munves** clan inaugurated the idea of the new Batting Practice Advertising Contest Series, in charge of **Max D. Levine** of Scientific Machine Corporation. A \$5.00 weekly prize for the best coin machine copy aimed at operators is offered to industry associates.

Diamond Jim Brady . . . The Silver Queen . . . and the Nickel Kings!



Jack Gutshall

Southern California music operators are cordially invited to use our beautiful new showrooms as their headquarters in Los Angeles. Just across the way from Decca Records you will find our showrooms easy to reach from all parts of the city and there is always ample parking space.

ESQUIRE MUSIC COMPANY

1870 W. Washington Blvd.

ROchester 2103

Los Angeles, Calif.

They're all history-making stories! And Packard's **PLA-MOR Remote Control Unit** is truly the King of the Nickel Remote Controls. Play Appeal is the answer! Nickels are magnetized by its streamlined beauty . . . indirect title strip lighting . . . rotor selector insuring perfect selection . . . triple action eliminating squinting, straining, shoving!

And then there's the **PLA-MOR Model 600 Console Speaker** . . . a perfect team-mate for installing with the **PLA-MOR Remote Control units.**

PLA-MOR'S steady, dependable service keeps profits high! **PLA-MOR** features intake . . . not upkeep! Nickels turn to dollars! Let us tell you more about these profit-partners.

U-Need-A-Pak tried something new by rounding up local operators and presenting them with choice spots at the Louis-Conn fight. Led by **Bill Weiner**, staff member, the customers received the thrill of their lives. While discussing who would win, they were shown **U-Need-A-Pak's** new Norman Bel-Geddes-designed Model 500. Incidentally, one of the company's mainstays, **Miss Doris Kaufman**, took "that" plunge the other day.

A suggestion has been made that coinmen, instead of using pleasure cars to carry machines, should try station wagons. One operator, with a Westchester route, has found it is cheaper than a truck and not subject to the taxation burdens of a heavy unit and yet it allows plenty of room for mechanics, tools, etc.

The CMA held their third annual outing in defiance of a cloudburst. The feature of the event was a submarine baseball game during which, in a slide to first base, **Bill Peek** came up with an oyster and, on a double play, **Matty Forbes** tried to get to second and landed on a coral reef. It all took place in Wingdale, N. Y., and, believe you us, those drenched cigarette men were no mermaids.

Bob (Gentleman Bob) Hawthorne's elevation to his post with DuGrenier hasn't changed the ex-aviator much. Bob explains the phenomenon by pointing to his three or four terms as president of the CMA, which he says gave him experience to meet any situation. Bob has some cosy, new chairs and wants the boys to know that his

office is now a place where all coinmen can relax.

The little pee wee who came sliding out on his ear the other night in the vicinity of Leon and Eddie's was your faithful reporter trying to crash the all-girls' party thrown by the ladies representing jobbers and distributors in this territory. As soon as we heard about it, we rushed for the kill, flashed our press pass and everything, but where did it get us? From reliable sources, however, we heard that the girls had a great time despite our absence. A vote of thanks was given **Mildred Mendales** of I. L. Mitchell and **Helen Cohen** of Budin's, two eye-fuls who thought of the get-together.

Jack Strauss of Brooklyn had a narrow escape in servicing his route recently. Sideswiped by some zany in a stolen car, he managed to swerve in time while the hoodlum went on to wreck a milk truck and seriously injure its driver.

Sam (Commodore) Yollen expects that call anytime now, having passed his radio operator's examination and being classed as a naval man, Sam, who may soon find himself convoying some nifty machines across the Atlantic, has declared that it will take more than a submarine to stop him if he learns any of the country's best selling cigarette machines are in danger of being sent to the bottom.

That reminds us that skyfighting games are still the rage in town. But, it seems a little more imagination is required and operators might do well to consult manufacturers' advertising men. With all the soldiers hitting crowded spots, a little background for these games would give them that chance to show off before their girl friends.

Irving Sherman ♦

Bing Crosby - - - only on
DECCA

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

43

FOR
JULY
1941

1941 BUCKLEY WALL BOXES

**Are Chosen By Leading
Southern California Operators!
Afford Maximum Revenue, Minimum Service**

Brilliant Illumination . . . 12, 16, 20, 24 and 32-Record Play . . . "Cheat-proof" Selector . . . Low Installation Cost. May Be Used With Any Make or Model Phonograph.

"The proof of the pudding is in the eating!"
—And—the proof of Buckley's superiority over other wall boxes lies in the opinions of operators who are using them!

Buckley Wall Boxes are first choice among Southern California music men because experience has demonstrated their outstanding advantages . . . their profitable trouble-free operation, week in and week out.

Buckley is doubling and tripling revenues for operators throughout the West. Your present phonograph equipment, regardless of age, make or model, may easily be converted into Buckley Music Systems, and the average cost is no greater than a new phonograph. 12, 16, 20, 24 and 32-record play, with "touch-to-touch" action. Why sacrifice a good portion of your profit each year in phonograph depreciation. Convert your equipment into Buckley Music Systems. Talk to your nearest Buckley distributor, whose name is listed below. Let him show you how other operators are increasing profits with Buckley Wall Boxes.



Operators Ken Brown and Dick Smith made this attractive installation in Carter's Southern Barbecue, 41 American Ave., Long Beach, Calif. The eleven Buckley Boxes are bringing in a neat \$60.00 per week.



Play has been tripled since L. E. Pike made this Buckley installation at the Admiral Cafe, 5050 West Pico Blvd., Los Angeles, Calif.

WILLIAM CORCORAN

Pacific Coast District Sales Manager for Buckley Music System
1157 Post St., San Francisco, Calif.

GRaystone 7878

DISTRIBUTORS

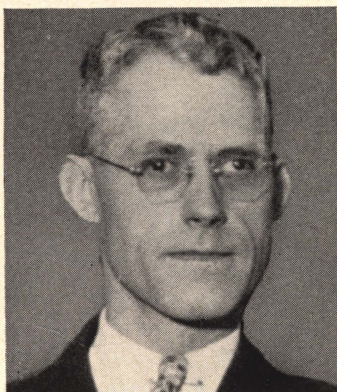
METRO MUSIC COMPANY
280 Golden Gate Ave., San Francisco
BAER MUSIC COMPANY
850 East 14th St., Oakland, Calif.
AUBREY V. STEMLER
807 S. W. 16th Ave., Portland, Oregon

HAROLD C. PLOENSE
807 S. W. 16th Ave., Portland, Oregon
HEBERLING BROS.
106 Elliott Ave., Seattle, Wash.
JOE H. BAKER
154 N. First St., Fresno, Calif.

D. B. SCOTTO
919 Tenth Street, Sacramento, Calif.
CHARLES A. ROBINSON
1911 West Pico Blvd., Los Angeles
GENERAL MUSIC COMPANY
2277 West Pico Blvd., Los Angeles
1157 Post Street, San Francisco

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

LEADING SOUTHERN CALIFORNIA OPERATORS WHO ARE BOOSTING THEIR BUSINESS WITH BUCKLEY



FRANK ROBINSON

"Since the R. & H. Amusement Company started operating Buckley Boxes over a year ago we find that our customers are as pleased and satisfied today with the unequalled earning power of the Buckley Units as on the first day we installed them. It's the Buckley Box for us every time."



RAY EBERTS

"In the beginning I purchased different types of Boxes and am now replacing these Boxes with the Buckley Units. I find my service problems few, my profits great and my customer satisfaction 100%. What more could any music operator ask?"



TOM CATANA

"I have operated the Buckley Boxes for over a year and prefer them because I have no service problems. I am satisfied that they out-earn any box on the market today and my locations are all sold on the excellent service they give."



GEORGE WHEELOCK

"I have practically all of my locations covered with Buckley Boxes and find that the increase in profits is beyond my wildest dreams. It was indeed a lucky day for me when I purchased my first installation. I now have over 500 Boxes and am buying more. Buckley not only tops the Boxes now being offered but the cash cans as well."



STEVE KING

"The big returns from Buckley Boxes proves their superiority when it comes to earning power. Increasing profits more than justify our faith in them. Since Johnson and King made their first Buckley installation we've been certain that here was certainly the Box for today's smart music operator."

"Operating over 500 Buckley Boxes for the past year and a half has shown me convincingly that Buckley is the finest unit on the market today. Trouble-free, attractive, easy-to-install, and possessing a tremendous appeal to location patronage. Most certainly no music operator can ask for more!"



JIM ALLE

COIN
MACHINE
REVIEW

45

FOR
JULY
1941

RECORDS

- KEY TO RATING**
 5★ **EXTRA GOOD.** Recommended for use on any phono. Don't pass it up.
 4★ **VERY GOOD.** Universal appeal. Good entertainment for any type of spot.
 3★ **GOOD.** Returns, in many cases, will vary according to type of location and patronage. Not unusual.

BLUEBIRD

- 3★ 11195 Dick Todd
 WASN'T IT YOU? (Vocadance)
 A LITTLE STREET WHERE OLD FRIENDS MEET (Vocadance)
 3 1/2★ 11196 Alvino Rey
 KISS THE BOYS GOODBYE (FT VC)
 IT'S YOURS (FT VC)
 2 1/2★ 11198 Sam Donahue
 DO YOU CARE? (FT VC)
 SIX MILE STRETCH (FT)
 3★ 11200 Sonny Dunham
 SAND IN MY SHOES (FT VC)
 EASY STREET (FT VC)
 3 1/2★ 11201 Teddy Powell
 ALL I NEED (FT VC)
 SANS CULOTTES (FT)
 3★ 11202 Charlie Barnet
 WHEN THE SUN COMES OUT (FT VC)
 I'LL NEVER LET A DAY PASS BY (FT VC)
 3★ 11194 Charlie Barnet
 PONCE DE LEON (FT)
 LITTLE DIP (FT)
 4★ 11193 Freddy Martin
 SWISS BELLRINGER (FT VC)
 WHERE IN THE WORLD (FT VC)
 3★ 11192 Erskine Hawkins
 WHO'S BEATIN' MY TIME WITH YOU? (FT VC)
 BLACKOUT (FT)
 4★ 11191 Dinah Shore
 DO YOU CARE? (V)
 HONEYSUCKLE ROSE (V)
 3★ 11190 Alfred Jack
 DANCE MAD (Bolero Rumba)
 CONGA SALAD (Conga)
 3★ 11189 Vaughn Monroe
 DADDY (FT VC)
 DON'T BE BLUE, LITTLE PAL, DON'T BE BLUE (FT VC)
 2★ 11188 "Fats" Waller
 HEADLINES IN THE NEWS (FT VC)
 I REPENT (FT VC)

- 2★ **FAIR.** Just passable entertainment.
 1★ **WEAK SISTER.** Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

- 3★ 11187 Glenn Miller
 I GUESS I'LL HAVE TO DREAM THE REST (FT VC)
 TAKE THE "A" TRAIN (FT)
 3★ 11186 Alvino Rey
 A ROMANTIC GUY, I (FT VC)
 AS I REMEMBER YOU (FT VC)
 3★ 11185 Tony Pastor
 DINAH (FT VC)
 ALL ALONE AND LONELY (FT VC)
 3★ 11184 The Four King Sisters
 BACK IN YOUR OWN BACK YARD (V)
 I DREAMT I DWELT IN HARLEM (V)
 4★ 11183 Glenn Miller
 DON'T CRY, CHERIE (FT VC)
 SWEETER THAN THE SWEETEST (FT VC)
 3★ 11181 Una Mae Carlisle
 I SEE A MILLION PEOPLE (V)
 THE BOOGIE WOOGIE PIGGY (V)
 4★ 11180 Ozzie Nelson
 SWINGIN' ON THE GOLDEN GATE (FT)
 JERSEY JIVE (FT)
 3★ 11179 Mitchell Ayres
 TIME WAS (FT VC)
 ANYTHING (FT VC)
 4★ 11177 Abe Lyman
 WHEN THE LILACS BLOOM AGAIN (FT VC)
 LOVE, YOU ARE MINE TONIGHT (FT VC)
 2★ 11176 Teddy Powell
 BOOGIN' ON THE DOWNBEAT (FT)
 TIME ON MY HANDS (FT VC)
 2★ 11175 "Fats" Waller
 I UNDERSTAND (FT VC)
 PANTIN' IN THE PANTHER ROOM (FT)
 3★ 11174 The Art Hinet Threeome
 APACHE DANCE (FT)
 ENTRY OF THE GLADIATORS (FT)

Bob Crosby - - - only on
D E C C A

To tune of "You're in the Army Now"
 You should be in "The Movies" now,
 The Dimes are rolling—and how!
 You'll never get rich, unless you hitch
 To **METERMOVIES** now!

- 3★ 11173 Vaughn Monroe
 TATTLE-TALE (FT VC)
 LOVE ME AS I AM (FT VC)
 3★ 11172 Bob Chester
 CLAP YOUR HANDS ON THE AFTER BEAT (FT VC)
 TIME AND TIME AGAIN (FT VC)
 4★ 11171 Joan Merrill
 INTERMEZZO (V)
 DADDY (V)

COLUMBIA

- 3★ 36211 Raymond Scott
 IN A SUBWAY FAR FROM IRELAND (FT VC)
 MEXICAN JUMPING BEAN (FT)
 3 1/2★ 36210 Kate Smith
 YOU AND I (V)
 UNTIL TOMORROW (V)
 3★ 36209 Benny Goodman
 WHEN THE SUN COMES OUT (FT VC)
 SOMETHING NEW (FT)
 2★ 36193 Eddie South
 STOMPIN' AT THE SAVOY (FT)
 OH, LADY BE GOOD (FT)
 4★ 36192 Orrin Tucker
 DRINK THE BARREL DRY (FT VC)
 YOU BETCHA MY LIFE (FT VC)
 3★ 36191 Xavier Cugat
 NOSTALGIAS (Tango-VC)
 MADRESELVA (Tango-VC)
 (See Page 48)

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
 Eastern Company
 620 Memorial Dr., Cambridge

MILWAUKEE, WIS.
 Taylor Electric Co.
 112 North Broadway

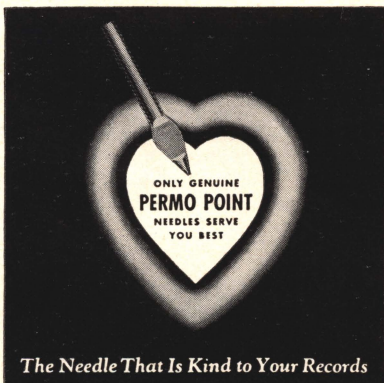
NEWARK, N. J.
 Krich-Radisco, Inc.
 422 Elizabeth Avenue

NEW YORK, N. Y.
 Bruno-New York, Incorporated
 460 West 34th Street

PHILADELPHIA, PA.
 Raymond Rosen & Company
 32nd and Walnut Streets

WASHINGTON, D. C.
 Southern Wholesalers, Inc.
 1519 "L" St., N.W.
 202 S. Pulaski St., Baltimore, Md.

It Pays to Use
**VICTOR and
 BLUEBIRD
 RECORDS**



12 YEARS OF
 UNINTERRUPTED
 LEADERSHIP

THE PATENTED
 ELLIPTICAL POINT

The only needle ever used by all manufacturers of coin operated phonographs as standard equipment.

The only needle recommended and sold by all leading record companies' branches and distributors.

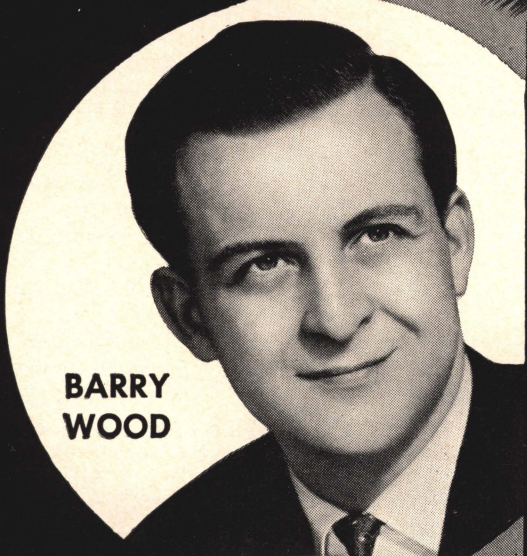
*The World's Oldest and Largest Manufacturers of
 Long Life Phonograph Needles.*

PERMO PRODUCTS CORP.

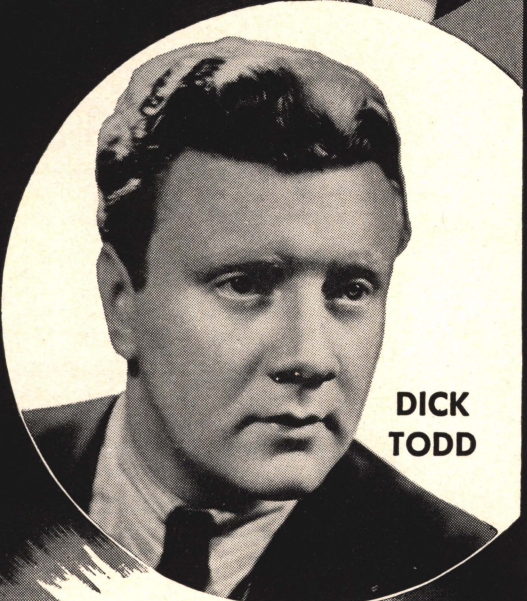
6415 RAVENSWOOD AVE., CHICAGO

The Nation's Favorite Serenaders are on Victor and Bluebird Records

**BARRY
WOOD**



**DICK
TODD**



These Big-Time Baritones Are Nickel-Nabbing Champions

Prince of the Hit Paraders, King of the Balladeers, Barry Wood and Dick Todd are proving their coin-catching skill as star attractions among the Victor and Bluebird celebrities. They share the limelight with such grand songsters as Dinah Shore, The Four King Sisters, Bea Wain and Joan Merrill—to mention a few favorites from the Victor-Bluebird Vocal roster. Keep these shining examples in mind when you're stocking your machines. They'll nickel-plate your profits!



VICTOR RECORDS

- 27483 *Love Me As I Am. *Nine Old Men. *Tommy Dorsey*
27474 *Loveliness and Love. *You Started Something. *Art Jarrett*
27464 Sugar Foot Strut. *It's So Peaceful in the Country. *Jan Savitt and his Top Hatters*
27435 Limehouse Blues. Poor Butterfly. *Leo Reisman*

BLUEBIRD RECORDS

- B-11195 Wasn't It You. A Little Street Where Old Friends Meet. *Dick Todd, Baritone with Orchestra*
B-11199 *Julia. Comin' in Home. *Earl Hines*
B-11183 *Don't Cry, Cherie. *Sweeter Than the Sweetest. *Glenn Miller*
B-11164 Mocking Bird Lament. Where You Are. *Dinah Shore with Orchestra under the direction of Paul Wetstein.*
*Vocal Refrain



Arms for the Love of America (The Army Ordnance Song)

Any Bonds Today?

Barry Wood and The Lyn Murray Singers with Orchestra conducted by Leonard Joy . . . 27478

Be sure to see the latest issue of the RCA Victor Phonographic for up-to-the-minute information on the newest Victor and Bluebird hits. Ask your local distributor to add your name to the mailing list . . . Order RCA Victor Permo-Point Needles from your RCA Victor distributor today. In Canada, contact RCA Victor Company, Ltd., Montreal . . . Trademarks "Victor" and "RCA Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

More plays
per day with

VICTOR and BLUEBIRD RECORDS

A Service of the
Radio Corporation
of America

RCA Manufacturing Company, Inc., Camden, New Jersey

COIN
MACHINE
REVIEW

47

FOR
JULY
1941

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

PRIVATELY MADE RECORDS



To Convert Your 'SPOTS' INTO NIGHT CLUBS

Sizzling hot platters of fun and music—nickel nabbers of the first order, that will double your take! Snappy, tuneful, risque records that will keep your receipts going up—no 'Summer Slump' with these naughty, sophisticated records. Belly laughs galore ON BOTH SIDES—each record has TWO SOLID, TORRID SENSATIONS that will coin twice as much

money for you! Brand new hits—be among the first to cash in on these new outstanding money makers.



CHARLEY DREW

Sings these songs exactly as he does nightly at the Hotel Taft on Broadway. Charley is not the least bit bashful. He really lets loose with a bang. He will keep the lights burning in your machine . . . a dark machine makes no money.

ORDER BY NUMBER:

- 5A. "It's Better Than Taking in Washing"
- 5B. "Up in the Second Mezzanine"
- 5C. "When the Old Village Clock Strikes 9"
- 5D. "Lord Stuffed and Lord Stuffed"
- 6A. "Caviar Comes from Virgin Sturgeon"
- 6B. "She Went to See a Man About a Dog"
- 6C. "You Can't Fool the Boys Behind the Desk"
- 6D. "Mabel's a Glamour Girl Now"
- 7A. "The Blushing Bride" and "His Fanny"
- 7B. "They Didn't Give the Bride Away"
- 7C. "Belle Bottom Trousers . . . The Fleet's In Today"
- 7D. "She's a Virgin on the Verge"
- 7E. "Gracie Is Socially Secure"
- 7F. "Lousy Louisa" and "Mary at the Zoo"
- 7G. "The Man With the Crystal Ball"
- 7H. "The Girls I've Loved and Lost"

The titles sound naive . . . Don't you Bel!

PRICES AND DISCOUNTS

- | | | | |
|----------|-------|----------|----------|
| 5A and B | - \$1 | 7A and B | - \$1.25 |
| 5C and D | - \$1 | 7C and D | - \$1.25 |
| 6A and B | - \$1 | 7E and F | - \$1.25 |
| 6C and D | - \$1 | 7G and H | - \$1.25 |

40% discount in lots of 12
40% and 10% in lots of 50 or more
F.O.B. New York City

PARTY RECORD CO.

Dept 2A
415 LEXINGTON AVE—NEW YORK CITY

*Get in
the Money
with Music's Big
Money-
makers*

LEO J. MEYBERG CO.

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . 70 Tenth Street

VICTOR
RECORDS

LEADING THE "HIT PARADE"

- | | |
|--------------------|--------------------|
| VICTOR | BLUEBIRD |
| 26767—Maria Elena | 11005—Maria Elena |
| Wayne King | Abe Lyman |
| 26659—Intermezzo | 11123—Intermezzo |
| Wayne King | Freddy Martin |
| 27420—The Hut Sut | 11147—The Hut Sut |
| Song | Song |
| Joe Reichman | Freddy Martin |
| 27369—The Things I | 11113—The Things I |
| Love | Love |
| Barry Woods | Teddy Powell |

- 3★ 36190 Harry James
SHARP AS A TACK (FT)
JEFFRIE'S BLUES (FT)

DECCA

- 3 1/2★ 3840 Bing Crosby
BRAHMS' LULLABY (V)
YOU AND I (V)
- 4★ 3842 Tony Martin
INTERMEZZO (V)
TABOO (V)
- 4★ 3845 Casa Loma
AS IF YOU DIDN'T KNOW (FT VC)
BOOGIE WOOGIE MAN (FT VC)
- 3★ 3847 Jose Morand
MARIA ELENA (Bolero)
LA PALOMA (Bolero)
- 3★ 5954 Patsy Montana
I WANT TO BE A COWBOY'S SWEET-
HEART (V)
I'LL KEEP ON WISHING FOR YOU (V)
- 3★ 3837 Connie Boswell
YOU WERE MEANT FOR ME (V)
I WENT OUT OF MY WAY (V)
- 3★ 3827 Jose Morand
TWO HEARTS THAT PASS IN THE
NIGHT (Bolero)
LA ROSITA (Bolero)
- 3★ 3823 Johnny Long
BLUE SKIES (FT VC)
BEAU NIGHT IN HOTCHKISS CORNERS
(FT VC)
- 4★ 3821 Andrews Sisters
DADDY (V)
SLEEPY SERENADE (V)
- 4★ 3816 Johnny Messner
DADDY (FT VC)
MOBILE FLAG STOP (FT)
- 4★ 3815 Bob Crosby
CALI IT ANYTHING (FT VC)
SOMETHING I DREAMED, NO DOUBT
(FT VC)
- 3★ 3814 The Jesters
YOU'RE IN THE ARMY NOW (FT V)
WHAT'LL I DO IF I MARRY A SOLDIER
(FT V)
- 4★ 3813 Woody Herman
YOU'LL NEVER KNOW (FT VC)
LAZY RHAPSODY (FT)
- 4★ 3810 The Merry Macs
THE HUT-SUT SONG (V)
MARY LOU (V)
- 3★ 3807 Jimmie Lunceford
CHOCOLATE (FT)
BATTLE AXE (FT)
- 4★ 3806 Ink Spots
I'M STILL WITHOUT A SWEETHEART (V)
SO SORRY (V)
- 4★ 3798 Eddie Cantor
YES SIR, THAT'S MY BABY (V)
MAKING WHOOPEE (V)

- 3★ 3797 Bing Crosby
PARADISE ISLE (V)
ALOHA KUU IPO ALOHA (V)

OKEH

- 2 1/2★ 6257 Charlie Spivak
TIME WAS (FT VC)
I'LL NEVER LET A DAY PASS BY (FT VC)
- 3★ 6255 Gene Krupa
AFRAID TO SAY HELLO (FT VC)
LOVE ME AS I AM (FT VC)
- 3★ 6246 Charlie Spivak
CHARLIE HORSE (FT)
WHEN THE SUN COMES OUT (FT VC)
- 3★ 6245 Tommy Tucker
LOVLINESS AND LOVE (FT VC)
YOU STARTED SOMETHING (FT VC)



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THESE DEALERS HAVE IT
BY THE BEST BANDS IN
THE BUSINESS!**

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SOUTHERN BEARINGS & PARTS CO
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—PROVIDENCE, R. I.—
PHILCO DISTRIBUTORS
17 Lyman St.

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BENJAMIN T. CRUMP CO.
1310 E. Franklin St.

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*Eventually you'll use
Miracle Point Needles
Better start now.*
- MIRACLE POINT -
M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS

Most Popular Records in the Coin Machines

Reproduced by special and exclusive arrangement with the publishers of DOWN BEAT, the musician's bible, which gathers its information just before press-time through nationwide correspondents.

SONG

FIRST CHOICE

SECOND CHOICE

- | | | |
|---|-----------------------------------|------------------------|
| 1—The Hut Sut Song | Freddy Martin, Bluebird | Merry Macs, Decca |
| 2—Aurora | Andrews Sisters, Decca | Jimmy Dorsey, Decca |
| 3—Maria Elena | Jimmy Dorsey, Decca | Lawrence Welk, Okeh |
| 4—Daddy | Sammy Kaye, Victor | Andrews Sisters, Decca |
| 5—Green Eyes | Jimmy Dorsey, Decca | Tony Pastor, Bluebird |
| 6—Intermezzo | Benny Goodman, Columbia | Marie Greene, Columbia |
| 7—Apple Blossom Time | Andrews Sisters, Decca | Wayne King, Victor |
| 8—Yes Indeed | Crosby-Boswell, Decca | Tommy Dorsey, Victor |
| 9—Amapola | Jimmy Dorsey, Decca | Sammy Kaye, Victor |
| 10—Music Makers | Andrews Sisters, Decca | Harry James, Columbia |
| 11—I Understand | Jimmy Dorsey, Decca | Charlie Spivak, Okeh |
| 12—Let's Get Away from It All | Woody Herman, Decca | Tommy Dorsey, Victor |

WATCH OUT for "Yes Indeed," the surprise of last month, for it is moving up briskly via the Bing Crosby-Connie Boswell (Decca) and Tommy Dorsey (Victor) versions. "Hut Sut," "Daddy" and "Aurora," all nov-

elty songs, look good for another couple of weeks as champion nickel-grabbers on all types of locations. "G'Bye Now" and "Alexander the Swoose" are dropping fast, although they barely missed the "big 12" listings above.

Records of "Do I Worry," "The Band Played On," "Dolores," "Look at Me Now," "My Sister and I" and "Everything Happens to Me" have all shot their wads and are fading fast, operators report.

"SLEEPERS"

(Records Destined to be Big Hits in the Coin Machines)

HORACE HEIDT—*Goodbye Dear, I'll Be Back in a Year* is the lengthy title of a new Heidt Columbia platter which is getting a good play in many boxes. Ronnie Kemper's vocal sells the tune and the "draft" angle is timely. A potential hit.

PETE JOHNSON—As a follow-up to his very successful 627 *Stomp*, Johnson has a tune he calls *Pete's Mixture*, Decca, which may be even more successful. Flipover side, a pretty ballad without any boogie woogie for which Johnson is famous, is called *Just For You* and also is worth trying.

SAMMY KAYE—*The Reluctant Dragon*, from the new Walt Disney cartoon, is as inane a song as has ever been recorded. But it's one of those silly, musically-poor novelties which the public may go for. Sammy Kaye has the most commercial version on Victor.

TOMMY DORSEY—*Will You Still Be Mine?* That's Tommy's latest waxing, slanted at the machines, and because the lyrics are surefire—and Connie Haines does a masterful selling job—this side, on Victor, looms as a big winner. Superb stuff for every location—sure to be a real sleeper.

ELLA FITZGERALD—Due for a nice buildup in motion pix, Ella is hot right now. And for operators, her *No Nothing*, a ballad sung by La Fitzgerald, also looks hot. Decca.

MILDRED BAILEY—Mildred herself believes her new record of *Sometimes I'm Happy*, Decca, is the greatest thing she's put on grooves in years. Really mellow backgrounds help make it socko. Perfect music for a drinking or dancing atmosphere.

JAY McSHANN—*Confessin' the Blues* is the title of a blues number which young McShann, a pianist, put on wax for Decca's sepia series. Here is a natural for colored locations and locations where college students, jitterbugs and musicians hang out. Strong vocal and McShann's brilliant piano-logs sell this with a sock.

JIMMY DORSEY—The greatest vocal Helen O'Connell has yet put on grooves is her *Embraceable You*, taken at slow, pashy tempo, stacking up as a sensational coin machine item. Watch, also, for such J. Dorsey nickel-grabbers as *Be Fair*, a lovely new ballad composed by the team which wrote *I Understand*, and similar to that song, and another ballad, *Isle of Pines*, which looms as a money-maker for operators everywhere. Bob Eberly sells the wordage to both *Be Fair* and *Isle of Pines*. Can't miss. All Decca.

- 3★ 6244 Count Basie
GOIN' TO CHICAGO BLUES (FT VC)
9:20 SPECIAL (FT)

VICTOR

- 3★ 27487 Enric Madriguera
MOON IN THE SEA (Bolero-VC)
DANZA LUCUMI (Rumba)
- 3½★ 27486 Bea Wain
YOU STARTED SOMETHING (Vocadance)
PEEKABOO TO YOU (Vocadance)
- 2½★ 27484 Joe Reichman
MRS. AUSTIN FROM BOSTON (FT VC)
MOONLIGHT SONATA (FT)
- 3★ 27483 Tommy Dorsey
LOVE ME AS I AM (FT VC)
NINE OLD MEN (FT VC)
- 4★ 27478 Barry Wood
ARMS FOR THE LOVE OF AMERICA (V)
(The Army Ordinance Song)
ANY BONDS TODAY? (V)
- 3★ 27477 Jan Savitt
JO-JO, THE HOBO (FT VC)
TOPPER (FT)

Jimmy Dorsey - - - only on
D E C C A

- 3★ 27476 Sammy Kaye
DON'T CRY, CHERIE (FT VC)
SAND IN MY SHOES (FT VC)
- 3★ 27474 Art Jarrett
LOVLINESS AND LOVE (FT VC)
YOU STARTED SOMETHING (FT VC)
- 3★ 27465 Xavier Cugat
SERENATA TROPICAL (Bolero)
NOCHE DE RONDA (Mexican Waltz VC)
- 3★ 27464 Jan Savitt
IT'S SO PEACEFUL IN THE COUNTRY
(FT VC)
SUGAR FOOT STRUT (FT)
- 2★ 27463 Joe Reichman
DON'T BE BLUE, LITTLE PAL, DON'T BE
BLUE (FT VC)
FOOLED (FT VC)
- 4★ 27462 Tito Guizar
AURORA (V)
ACERCATE MAS (V)
- 4★ 27461 Tommy Dorsey
KISS THE BOYS GOODBYE (FT VC)
I'LL NEVER LET A DAY PASS BY (FT VC)
- 4★ 27449 Sammy Kaye
SLEEPY SERENADE (FT)
THE RELUCTANT DRAGON (FT VC)
- 3★ 27448 Joe Reichman
THE MONKEY ON A STRING (FT VC)
NIGHTY-NIGHT (FT VC)
- 3★ 27447 Sidney Bechet
I AIN'T GONNA GIVE NOBODY NONE
O' THIS JELLYROLL (FT)
WHEN IT'S SLEEPY TIME DOWN SOUTH
(FT)

- 3★ 27446 Larry Clinton
TOWN TATTLE (FT)
TEMPUS FUGIT (FT)
- 4★ 27445 Bea Wain
THAT'S HOW I GOT MY START (V)
KISS THE BOYS GOODBYE (V)

Amusements, Inc., Opens in Hollywood

HOLLYWOOD—Amusements, Inc., is the name of a new Wired Music System which made its bow in Hollywood night spots the first week in July.

Operating from studios in the Otto K. Oleson Building on Vine Street the company started serving locations on July 4th.

Stanley Kuhns, Al Ezor and Martin Smith are members of the organization. ♦

Andrews Sisters - - - only on
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FOR
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1941

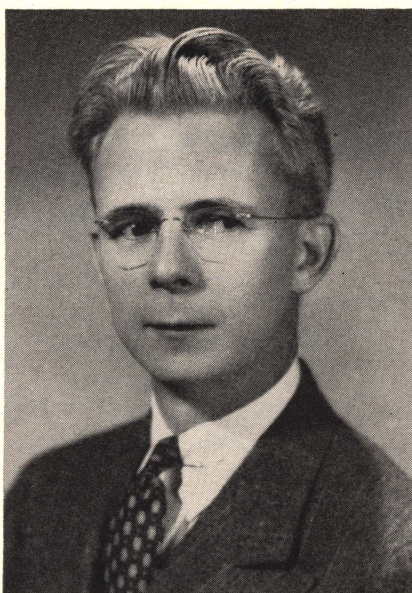
ST. LOUIS

ST. LOUIS—June was a highly satisfactory month to most members of the Associated Phonograph Owners of St. Louis. With cool weather, increased night activity, and two large conventions in the city, business was much ahead of June of last year.

The Associated Phonograph Owners of St. Louis met at Hotel Melbourne June 20, to discuss legislative action of the past few months, and to make plans for the annual summer outing of the group, which will probably be held at an amusement park outside of the city. **John LaBan**, AMI president, and head of the association, presided over the meeting, which had a large turnout for the average summer meeting. On the docket were the legislative discussion, welcoming of new members, and an outline of service rates and plans for the remaining months of the summer. Flowers and sympathies were sent by the Association to **Harry Siegel**, Acme Novelty Co. Phonograph owner, who was rushed to a St. Louis hospital recently when a stomach attack placed him hors de combat for several weeks.

A group of phonograph operators from Memphis, Tennessee, headed by **Earl T. Montgomery**, were visitors in St. Louis during the early weeks of June. The group, which represents some of Memphis' largest distributing houses and operators, visited with all St. Louis distributors, and spent several days looking over the city. Several of the visiting boys were quite surprised to find that St. Louis has few wired-music installations, stating that the Tennessee metropolis is now completely equipped with this modern form of music merchandising.

The condolences and regrets of both the Associated Phonograph Owners of St. Louis, and the Missouri Amusement Machine Association, were extended to **Al Haneklau**, president of the Olive Novelty Co., upon the death of his wife in late June. Mrs. Haneklau, who had been of much assistance in building up Olive Novelty to its present supremacy in the coin



Stanley Turner, Service Instructor for Packard Manufacturing Corp., makes his headquarters at the Hollywood office at 1025 North Highland Avenue.

machine field, had been very active in coin machine circles, and her death came as a severe shock to all of her friends.

Ed Fisher, executive secretary of the Local Phonograph Association, spent the later weeks of June on survey work over the entire territory served by St. Louis distributors.

John LaBan and **Whitey Lemkuhl**, popular phonograph operators, were members of a goodwill group which recently covered Middlewestern cities on an "exchange of greetings" tour of coin machine centers. This policy is rapidly growing up as a means of equalizing distribution of coin equipment, and knowledge among all members of the industry.

Fred Pollnow, whose Automatic Phonograph Co. and Central Novelty Co. are now keeping him busy in both fields, is taking a vacation trip to Michigan for a fishing and hunting sojourn.

A new DeSoto sedan, of fire-engine red, will help **Earl Bowman**, new phonograph salesman at Ideal Novelty Co., to enjoy his summer vacation trip. Earl is one of a dozen men in the phonograph field who purchased a new automobile recently. "Better buy a car now while they're still making them," Earl says.

Ideal Novelty Co. was host to members of the Grotto Association when members of that association visited St. Louis in late June. **Carl's** 94 coin machines on display in the large lobby of the building, received one of their heaviest tests as the visiting association responded to the invitation to try them out.

Harry Silverberg, W. B. Novelty Co.'s phonograph salesman, is highly pleased with interest in the Seeburg Phonograph. W. B. Novelty is breaking all records for the number of sales to date, according to **Bill Betz**, and **Martin Balensiefer**, co-partner in the organization.

In the amusement machine field, many troublesome problems of the past few months have been gradually dissolved to the point that all operators are breathing much more easily, and looking forward to a better summer season than has been experienced for several years. For example, a test case brought by Ideal Novelty Co. in southern Missouri to establish the legality of pinball machines went through with

flying colors—and henceforth, the association has a precedent, stating that free plays are not "gambling rewards" to use as an arm for establishing any machine in any location.

Among St. Louis amusement machine distributors which are moving or remodeling is **Royal Novelty Co.**, which has added more space for a showroom, and built up a new service department to twice the former size.

A new one and a half ton stake truck for delivery of coin machines was purchased by Ideal Novelty Co. in June. According to **Leo Wichlan**, floor sales manager, increased demand for machines of types has made it imperative that the company be able to "deliver at speed limit" at all times.

St. Louis "chain store distributors," the W. B. Novelty Co., has been in the lime-light much of late. **William Betz**, president of the firm, has just returned from a business trip to W. B.'s two new stores in Kansas City, Missouri, and Wichita, Kansas. Built as nearly alike as possible, the three stores all feature pinball machines as well as Seeburg phonographs.

Members of the **Missouri Amusement Machine Association**, in meeting at Hotel Melbourne during June, officially closed the membership drive which has been running for the past three months. A dozen new members were the result, according to **Lou Morris**, president of the group. **Leo Lane**, and **Todd Barutio**, veteran amusement machine operators, were the latest to join the association. The association is jubilant over success of several test suits on pinball, and finds the sky comparatively clear for operation of all types in the future. The annual all-day summer picnic outing will probably be held in August. Last year over four hundred people turned out for the picnic.

A new mechanic made his appearance at the Davies Novelty Co., in June, when **James Sheets**, well-known veteran service mechanic, joined the staff.

A lot of kidding has gone the way of **Abe Jeffers** of J-G-L Sales Co., cigarette vending organization, since Abe took his doctor's advice, and went on a diet in January. Since that time, Abe has lost more than forty pounds, and has slimmed down to the point that he is "enveloped" rather than "dressed" in his clothes. "I feel a lot healthier, however," Abe says.

Two operators with an interesting sideline are **Bernard** and **Basil Meil**, phonograph operators, who also own a stable of racing horses, and spend considerable time at Fairmount Park, E. St. Louis, Illinois.

A surprise announcement was that of the marriage of **Bill Singer**, Royal Novelty Co.'s vice-president, who was married in June and left immediately for a honeymoon in the Smokey Mountains in Tennessee. Another member of the Royal's staff, **Bob Shawcross**, is planning a long automobile tour through fourteen states for his vacation.

The Peerless Vending Machine Co., largest vending machine organization in St. Louis, will lose **Phil Vanderhack**, serviceman and salesman, when the latter takes an extended fishing trip through the lake of the Ozarks during July. He will leave as soon as **Lou Rivituso**, also a salesman, returns from his own vacation in the southern part of the state.

Robert Latimer. ♦

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The COMET AUXILIARY SPEAKER

★ It's tops for beauty and perfect tone, reproduction. Indirect illumination. Equipped with baffle board and volume control. Available with or without speaker.

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Lyman Seeks "Feedbox Freddie"

LOS ANGELES—Mysterious Moe, the Little Man Who Wasn't There, Yehudi and now—Feedbox Freddie! Who is he? What is he? Why is he? Abe Lyman, orchestra leader now at the Palladium with his band, knows two of the answers and is trying to find the other. Coin machine men are going to be interested in Freddie because he's a great fan of the industry.

Who he is no one knows so Lyman is staging a "Feedbox Freddie" contest to find him. What is he? He's the slangiest, swingiest, swackiest guy in town. Maybe he can't think rapidly, but his feet are tornadoes. Ten years from now he may be a serious-minded, brilliant bank president, but now it's his clothes that are bright. However, Freddie is extra smart about one thing . . . he knows that all he has to do to hear his favorite swing numbers is to put his nickels in music machines because they're ready to serve him day and night with wacky, fast swing numbers, just as they serve his parents with the slower-paced melodies they enjoy.

Why is he? No one knows but the Charleston and Black Bottom eras had their stars and Freddie, when he is found, will be the American Boy of Swing. Incidentally, the number composed to present Freddie in music, is already popular and music machines are bringing the tune "Feedbox Freddie" to the ears of Lyman fans.

"Freddie's" picture, when he is found, will be placed upon the Palladium walls with other celebrities. Prospective contenders can discover if they possess the necessary contestant requirements by playing "Feedbox Freddie."

While Abe Lyman is getting a lot of fun out of his contest, he is also serious about the importance of coin machines in the music profession. To show his goodwill to operators of the coin machine industry, he plans to invite them to the Palladium as cocktail party guests, at a date to be announced later.

Bechet Performs Record Miracle

NEW YORK—Stokowski . . . Goodman . . . Toscanini . . . Whiteman . . . they could all direct a six-piece band—but they couldn't be it! That's where Sidney Bechet is different. He is—a six-piece band!

Bechet has just made musical history in

Wurlitzer Offers Complete Ad Set-Up for Music Merchants

NORTH TONAWANDA — In a recent broadside mailing to all Wurlitzer Music Merchants, the Rudolph Wurlitzer Com-

pany offered a complete series of twelve newspaper ad mats designed to assist in (a) lining up new locations, (b) bringing in patrons to these locations.

Four of these ads are aimed directly to get new locations for the Music Merchant.

Another four are signed by the individual locations and are designed to bring in patrons and stimulate play on the phonograph.

The third series are larger ads signed cooperatively by groups of locations having Wurlitzers and promote Wurlitzer music and its contribution to a good time when visiting these spots.

The broadside carries a return card wherein the Music Merchant specifies which mats he desires. No charge is made for this promotional service.

Tried out last year, it proved so successful that it is being offered this year on a larger scale, has already scored definite results for Music Merchants quick to take advantage of it.

COME IN AND DANCE TO WURLITZER MUSIC



24 OF THE LATEST RECORDS BY AMERICA'S BEST DANCE BANDS

The latest hits, sweet or swing by famed bands—we've got them on our Wurlitzer. Come in and hear them, sing to them, dance to them while enjoying tasty refreshments.

(LOCATION NAME
AND ADDRESS)

the phonograph world by recording "The Blues of Bechet" and "The Shiek of Araby" with six instruments, every one played by himself, yet the numbers presenting a harmonized orchestration of all instruments playing at the same time. Tenor sax, string bass, drums, piano, clarinet and soprano sax are the instruments. The musician-composer, who has had practically no formal musical training is negro genius Sidney Bechet. The idea of the whole thing belongs to John D. Reid of Cincinnati who conducted the first experiment with Bechet and his band on a home recorder.

The apparent magic is really "dubbing." Sidney played first the tenor sax part of "The Shiek of Araby". At the conclusion of the recording, Fred Maisch, engineer in

charge of the control boards at the RCA-Victor recording studios, played it back and Bechet, with earphones on, played the string bass part in unison with the recorded tenor sax part to which he was listening. This system was repeated for all instruments until the final record contained a six-piece band version of "The Shiek." The method was repeated for a four-instrument presentation of "Blues of Bechet."

When the last note had been played, the controls turned off and the final playback ended, Bechet mopped his perspiring brow and muttered weakly "Man! That ends three months of torture. Thinking about this session was giving me nightmares; I dreamed I was playing the whole Duke Ellington band."

Ask if he were going to take a vacation to recuperate, the composer-instrumentalist-pianist-conductor replied, "Naw. I want to make another record like this, adding the trumpet for a seventh piece."

* * *

He: "I had the girls running in circles when I was in college."

She: "I never knew you were such a sheik."

He: "I wasn't. I was the women's track coach."

* * *

Skating is such a fad now in New York that a girl who can't do it cuts no ice on Broadway.

The Casa Loma - - only on
D E C C A

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D. H. Osborn, with foot on bumper, puts his name on the dotted line for one thousand Pla-Mor Selectors to be shipped as fast as possible. Others in the picture are Fred Rockstreet, serviceman for Osborn; W. E. Simmons, Packard Regional Manager and Clive Ketchersid and Hugh Keenan, servicemen.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



CARRIE THE CAR HOP — says —

"Sometimes I think the laws about Coin Machines and children work backwards. Seeing how easy many youngsters cheat the machines makes me believe it's the operator who actually needs protection."

Pictorially Speaking

COIN
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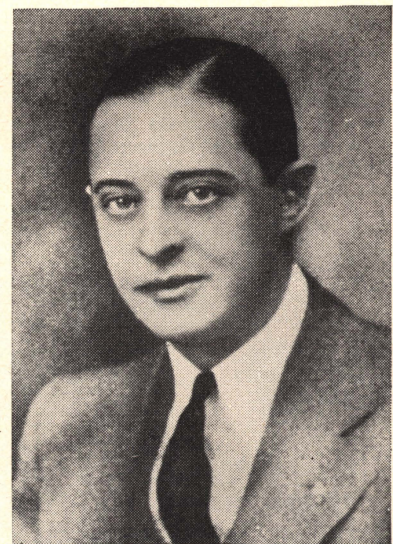
Irving Berlin, composer, at right; Barry Wood, noted baritone, left; and Victor's Director of Popular Recordings Leonard Joy in center snapped at the recording session for "Arms for the Love of America" and "Any Bonds Today?"



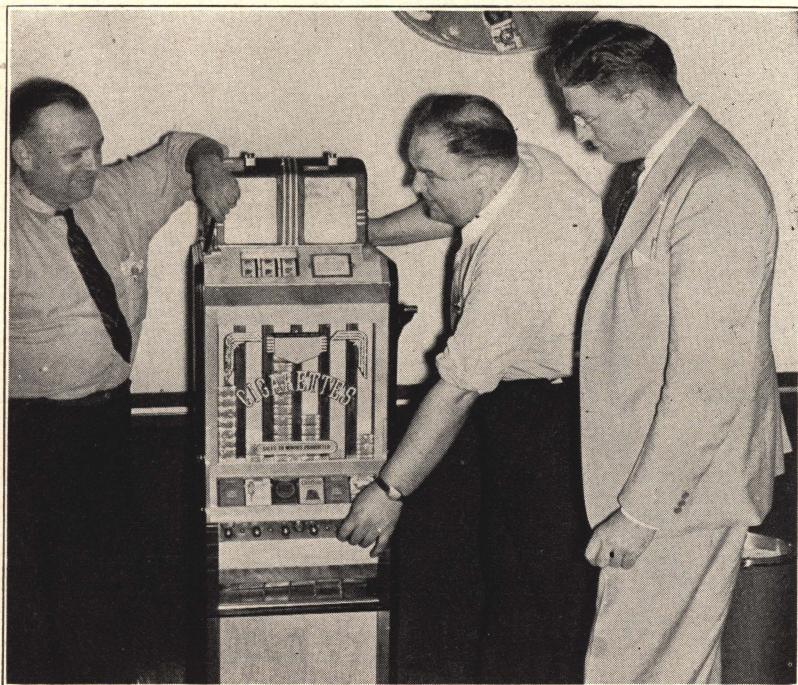
B. A. Almvig, progressive Wurlitzer Music Merchant of Tacoma, Washington, experimented with Wurlitzer Step-by-Step Modernization last year, proved its profitability, is this year going ahead on a full-fledged scale. Above you see him signing a sizable order for new Victory Model Wurlitzers as Fred Fields, Wurlitzer Northwest Distributor, and Bill Bye, Wurlitzer District Manager, look on. Said Almvig: "The Step-by-Step Plan is sound and it has enabled me to hold my best spots and give every location a newer phonograph. The results have been a substantial increase in profits from my entire operation."



Burkett Amusement Co., Denver, is as pleased with this Pla-Mor installation as is Harry A. Anderson, owner of the "Cow Shed," a popular nite spot. "We cannot speak too highly of the system," said Anderson, "and its convenience is also a noteworthy factor, and no floor space is taken up by a machine."



"I'll have an announcement of interest to the entire coin machine industry very shortly," said Harry Hoppe in announcing his resignation from the Baker Novelty Company the last of June.



Ed (Tiny) Machut, Jennings Production Department, takes time out to engage in a three handed Ciga-Rola confab with Frank Kolar, Indiana Distributor and Carroll Vetterick, Jennings Sales Executive.



Ben Boyer, Manager of Guarantee Distributing Company, Wurlitzer Distributors of Louisville, Kentucky, is shown above clasping the hand of Sammy Kaye. When Ben heard Sammy was coming to the Rialto he made arrangements to install a machine in the lobby for the week before and during the week of the engagement. It attracted tremendous attention on the part of theater-goers and proved mighty smart merchandising for Wurlitzer Phonographs.

Texas Census Goes Up

HOUSTON—Thanks to Mr. and Mrs. J. B. Belin, the population of Houston is increased by a future voter, Gary Oliver, born June 11. Belin, associated with the Magnolia Amusement Co. is a prominent music operator here.

To tune of "You're in the Army Now"
You should be in "The Movies" now,
The Dimes are rolling—and how!
You'll never get rich, unless you hitch
To METERMOTIES now!

◀ Troy to Distrib. Top Hat Records

LOS ANGELES—W. L. Sexton and R. A. Lamb of Troy Radio & Television Co., announced the first of July their appointment as Southern California distributors for the new Top Hat records being produced by Independent Record Distributors of New York.

First stocks have already arrived at Troy headquarters at 1142 South Olive Street and Sexton reports an enthusiastic reception by music operators to the first numbers.

Here's the Dope About



LARRY CLINTON

Few people realize that Larry Clinton, the dipsy doodle maestro, is credited with arranging the orchestrations for as high as one quarter of all the popular music published in this country.

Until a few years ago when he organized his own outfit and a Victor recording contract shot him into eminence, he worked in semi-obscurity as an arranger for many top-ranking dance bands, including Isham Jones, the Dorsey Brothers and Casa Loma.

It was the frankness of Ferde Grofe that steered Clinton to the path of success. As a youth he began his musical career on the piano, switched to the trumpet and eventually learned to play a bit on every instrument, although by his own admission he was a sensation on none. In 1933 Grofe told him he made a better arranger than a third trumpeter and Clinton took him literally.

His knack at arranging started him composing and he soon laid the foundations for the original music library that made his later Victor records of "Shadrach", "Satan Takes a Holiday", and "Dipsy Doodle" smash hits. He is now known for the clean drive of his rhythm section and freshness of attack that make his records sure fire.

Clinton himself is one of those serious artists who makes his work his hobby. He works at least twelve hours a day and insists that from five to six hours of sleep are enough. Blonde and blue-eyed, he does as much work as is possible at home—usually in pajamas.

Like most musicians, he started out to be something else, in this case a civil engineer, perhaps due to the fact that he claims direct descent from David Bushnell, inventor of the submarine. A piano and the school dance band got in his way—for which he isn't sorry.

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What Makes A Popular Song

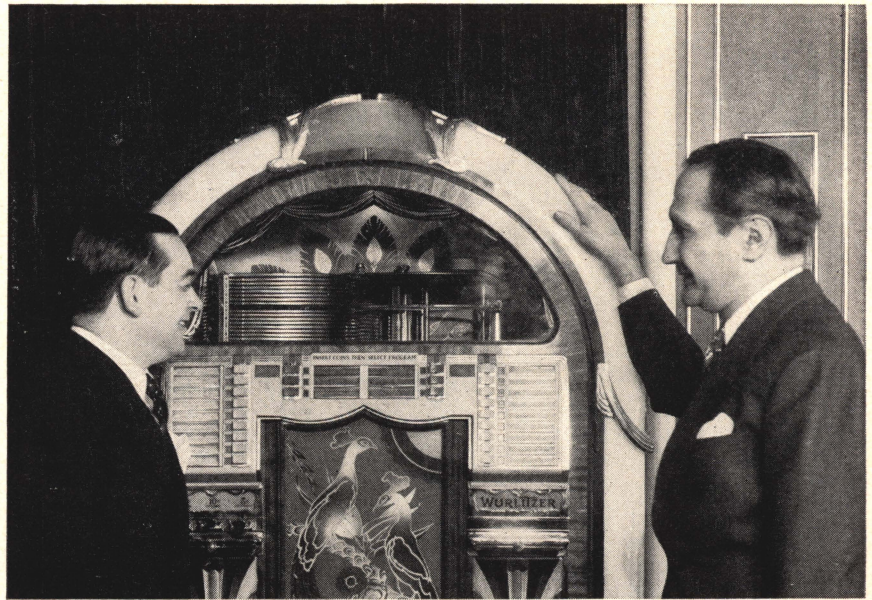
By BARRY WOOD

Singing for over a year on "Your Hit Parade" has given me a bird's-eye view of America's song landscape. For the first time in my long contact with the new music forever bombarding New York from hopeful composers everywhere, I'm beginning to see why certain maverick music catches on from obscurity and vaults to tenth, second and finally first place on "Your Hit Parade," America's last word in song-hit barometers.

Before listing the five most popular melodies to make the "Hit Parade" roster in the past few months, let me give my idea of what a new tune must have to make the grade. I draw my conclusions from actual experience with songs that failed and songs that went to America's head and stayed in her heart.

I'd say the first requisite for a popular song is simplicity. If the melody is too fancy, it might go over big with musicians all right. But the public—the hummers and the whistlers—would probably throw up their hands and pass it up as too difficult.

To make the "Hit Parade"—to be popular, in other words—melodies should be easy enough for the most unmusical souls to hum. The fewer notes the better. Even the chords should be as simple and elementary as a composer can use. And a song in a major key has ten times more chance than one written in a gloomy neurotic minor key. Simplicity is so important that some of the best tunes of the age are still pent up in the minds of composers too high-fallutin' to write them down. A lot



Maestro Jan Garber listens with Art Freed of Wurlitzer's Chicago Simplex Distributing Co. to Garber's recording of "Hindustan" on the Wurlitzer 850.

of songsmiths won't write a tune unless it sounds weird and complicated. Successful composers strive for unaffected simplicity, eliminating all the frills and furbelows. It might hurt their pride, but it will help the sales. Many ultra-beautiful strains have proven too difficult for the singer-in-the-street. What he can't sing he won't buy. And what America won't buy the song publishers try not to publish.

An easily-caught melody, chords that can be easily played and grasped, and an octave range that defies neither the professional singer nor the amateur hummer

are only half the battle. Lyrics are every bit as important. Words that get a laugh or force a tear, that relate a sad story or talk prettily of last year's love can often carry a bad tune over the hurdles.

Judging from "Hit Parade" records, songs about romance have a big edge over those treating any other subject. And when I say songs about romance, I really mean tunes that have more than romantic lyrics. For instance, "Oh, Look At Me Now" has romantic touches. However, it is more closely connected with the funny bone than with the heart strings. It is the story of a great lover, but it is not a love story. That is why, despite its wonderful swing, its brilliant lyrics and its striking melody, "Oh, Look At Me Now" can't quite come up to the popularity of a tune with love-light in its eyes, like "I Hear a Rhap-sody."

It's surprising, too, what a slightly foreign tinge can do for a tyro tune. The adage "Latins are lousy lovers" hasn't quite percolated either into the songwriters or the song-consuming public. Just look at the No. 2, 3, and 4 tunes on the May 31st "Hit Parade," the most recent show as I write this. Well, sir, No. 2 is a foreign Italian-sounding creation, called "Intermezzo." Tagging right behind it is the Spanish-dipped "Amapola." In the No. 3 spot is, of all things, another invasion from abroad, "Maria Elena." Looking back on previous weeks I see my theories borne out by the success of alien tunes like "Frenesi" and "Perfidia." Now I don't mean to say that these tunes were all conceived in foreign countries. But they speak of love and lovelies in a slightly south-or-beyond-the-border style. And judging from their batting order on the "Hit Parade," America likes its love songs exotic.

One thing my "Hit Parade" experience has proved. And that is that the life-expectancy of a hit tune in America is seventeen weeks at the most. It's funny that the machine age, which prolongs the life of man, tends to snuff out songs almost as

COIN
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REVIEW

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FOR
JULY
1941



When Horace Heidt's "Pot O' Gold" flicker appeared at the famous Grauman's Chinese Theater in Hollywood, California, California Simplex provided the above attractive display for in front of the theater. NO, this is not an optical illusion. The man on the left is Grauman's regular doorman and is one of the tallest individuals in the West, measuring a bit more than 7 feet. The Model 850 received compliments galore and several new locations were lined up as a result of the promotion.

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fast as they're born. Radio spawns a tune overnight and then lets it die in record time of over-exposure. Some of the world's greatest melodies might have expired in their infancy if radios, movies and phonographs had existed down through the ages. Which all adds up to the fact that it's darn hard to be immortal nowadays.

The closest to immortality that any of the songs have come within the last few months is as follows: "You Walk By" crashed the "Hit Parade" sixteen times, tying it with "Perfidia" in number of performances. Close on the heels of the winners and tied together at fifteen appearances each were "Frenesi," "I Hear a Rhapsody," "It All Comes Back to Me Now" and "There'll Be Some Changes Made." In its monopoly of first place, "I Hear a Rhapsody" stands far above any of its competitors with ten firsts to its credit. ♦

◀ Capehart Appoints Ben Bennett

INDIANAPOLIS—The appointment of Ben Bennett of Phoenix, Arizona's Bennett Music Company, as exclusive Packard Pla-Mor distributor in Arizona, has a far-flung significance in the Western automatic music field, declares Homer E. Capehart, president of Packard Manufacturing Corporation. Bennett will also represent Packard in New Mexico.

"With the addition of Ben, an old-timer in this business, we now have the strongest distributorship representation in the history of automatic music in the far Western States," explains Capehart.

"Bennett has always been extremely successful in the automatic music business. Both he and District Manager Ed Wisler know the music operator's problems and will gladly do everything they possibly can to help all operators in their territory."

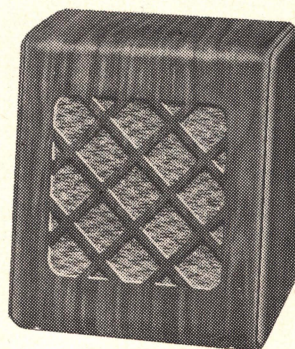
Bennett Music Company's head issues an invitation to all operators to see his complete line of Packard Pla-Mor products and outstanding remote control installations. ♦

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This photo gives a fair idea of the extensive quarters of Esquire Music Co. in Los Angeles. Backed up in front of the firm's quarters is their extensive service equipment. Spotted in front are members of the Esquire organization, W. E. Simmons, Packard Regional Manager, and Stanley Turner, Service Director. In front of the second car from the left are Mrs. and Mr. Jack Gutshall, Esquire Music in the flesh.

Victor Patriotic Number Has Big Possibilities

CAMDEN, N. J.—Music is the best way to talk to Americans today—even the

United States Government realizes that! Irving Berlin, composer, and Barry Wood, baritone, have combined to present musical pleas for patriotism and, recorded, the two new numbers constitute genuine coin enticers.

Operators of music machines will find a tremendous significance in the fact that both of Irving Berlin's new songs were written at the request of government officials. "Arms For the Love of America," a tribute to the "man behind the man behind the gun" was the result of a request by Major General Charles M. Weson, Chief of Ordinance, U. S. Army. Secretary of the Treasury Morgenthau asked that "Any Bonds Today" be composed, presenting in rhythmic manner the reasons why people should buy government bonds.

Barry Wood introduced "Arms For the Love of America" to the public in the Army Band Auditorium of the Army War College in Washington over CBS and NBC networks, featuring an Arsenal Day celebration of the Ordinance Department in June. Later, he repeated it on the Lucky Strike Hit Parade and, on the following week, presented "Any Bonds Today" on the same program.

In his RCA Victor recording, he was supported by the Lyn Murray chorus and orchestra, directed by Leonard Joy, RCA popular recording director.

As a result of his success with both songs, Wood was invited by the Canadian Government to introduce the tunes to Canadian and British listeners in a special broadcast for a \$700,000,000 War Loan Drive over the Canadian Broadcasting Corporation System. ♦

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Here is an installation of 19 Pla-Mor units made by Ben Bennett in the C & H Cafe in Phoenix. Says Ben: "Pla-Mor has made it into better than a three-quarters of a 'century' spot weekly."

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July, 1941

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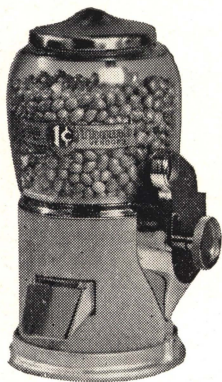
What Jack Benny is to Jello . . . Pretty Girls to Cigarette Companies and Evening Newspapers to Department Stores—THE REVIEW is to every manufacturer, jobber and distributor in the Coin Machine Industry. Every ad is your star salesman! So remember—August 2nd is your last opportunity to mail your copy. THE REVIEW will be in the mails August 9.

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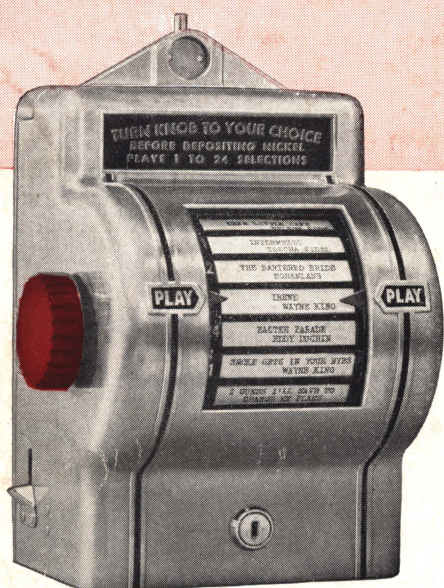


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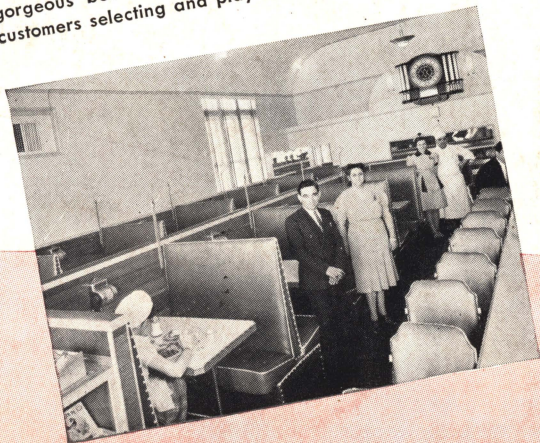
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